A Merry Christmas

THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

1878—FOR 53 YEARS THE CANNED FOODS AUTHORITY—1931

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What sort of CHRISTMAS *will* this one *be?*

YOU can make it a good one for Canned Foods.

Every year at this time, the churches, clubs, fraternal organizations and relief committees in your community lay their Christmas plans—and get their members to contribute boxes of supplies. This year, since the need is greater, there will be more of this work than ever. And this year *food* will be the principal item distributed.

In the December 19th issue of the Saturday Evening Post, the advertisement of the National Canners Association is featuring the idea of Canned Foods for Christmas. The people of your community will respond. In other years they have distributed Canned Foods at Christmas. Gift assortments will make their job easier.

Here's what to do: First, get your retailers to make up assortments of Canned Foods—mixed cases of fruits, vegetables, meat, milk, fish and other things. These assortments should vary in price from $2 up.

Second, give your wholesalers and retailers the Christmas labels specially made up for these assortments. You can get them from the National Canners Association *free*. A label should be on every gift box the retailer makes up.

Third, help retailers merchandise the idea. Tell them to notify the various welfare organizations that these assortments are available. People will find it very helpful to have these cases all made up at the price they want to pay—and ready to be delivered.

This advertisement featuring the Christmas Gift Box idea will be read in more than 3,000,000 homes. It appears in the Saturday Evening Post, December 19th issue. Tie up with it by carrying out the plan outlined on this page.

But organizations are only half the story. Plenty of *individuals* will be giving Canned Foods for Christmas—and they'll buy them from the retailer who displays them, and makes them easy to buy. Retailers should fill their windows with gift assortments. They should hammer the idea in newspaper advertising, send letters to their customers, suggest the idea to everyone who comes in the store. No limit to the things an alert merchant can do. For example: there are probably several vacant stores in town. Their windows can be rented for a song and filled with Christmas Gift Assortments to attract more people and make more sales.

Here is a real opportunity. Get going now. There's no time to be lost.

NATIONAL CANNERS ASSOCIATION, WASHINGTON, D. C.

FIT YOUR LABEL FOR ITS NEW JOB...

MODERN merchandising puts a big responsibility on your labels. They must *identify* your product distinctively; they must have *consumer appeal;* they must *advertise* for you, and build permanent good will; they must *speed production* by working properly in your labeling machines.

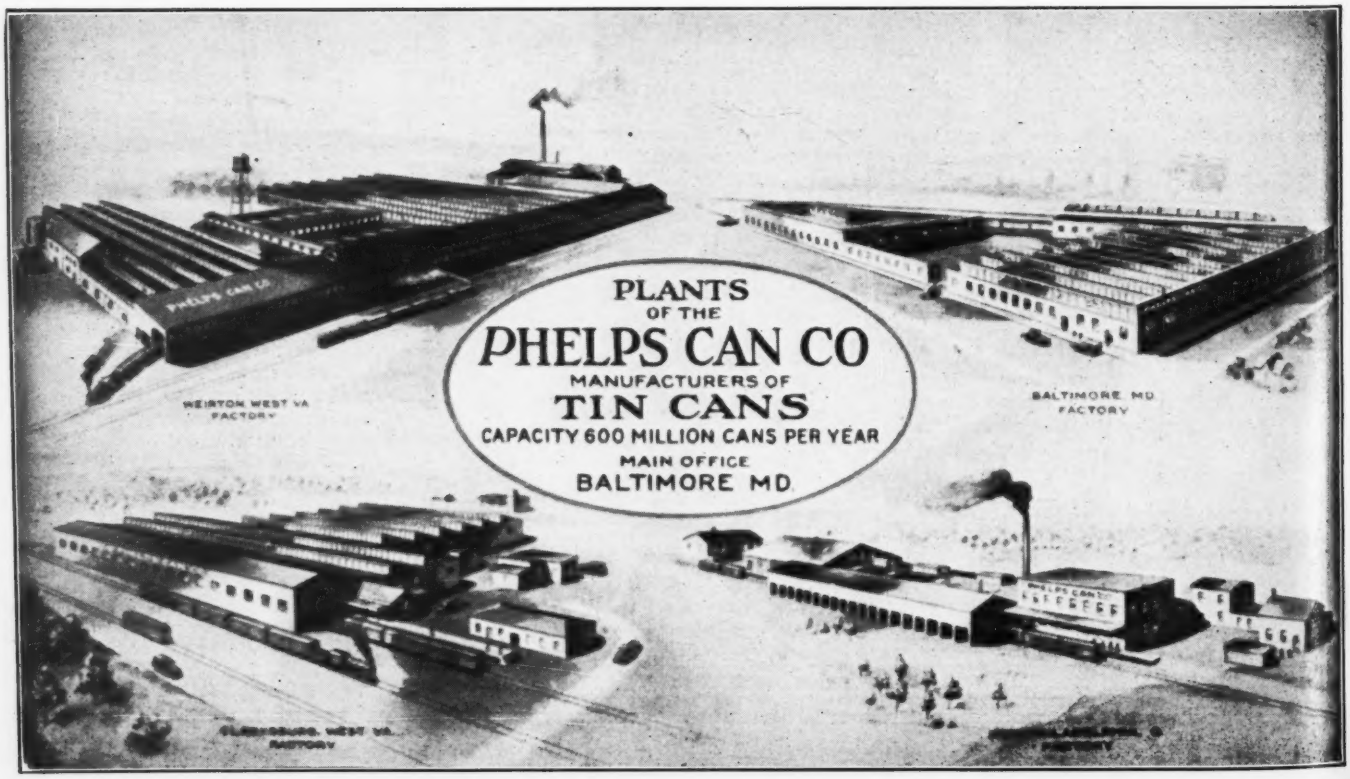
"U S" produces labels that meet ALL these requirements. "U S" is a nation-wide service, with sales offices in sixteen cities, and production plants convenient to you. It's good judgment to confer with "U S" on your label requiremeets.

Write "U S" Today.

TRADE MARK SERVICE... Before adopting new brand names, make sure they are not already in use. Failure to do so may result in costly litigation. Get prompt information without charge about registered and unregistered brand names from the "U S" Trade Mark Bureau at Cincinnati.

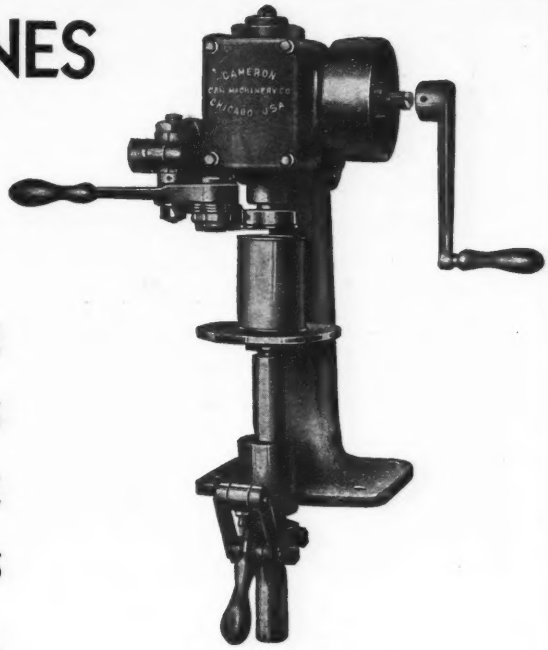
THE UNITED STATES PRINTING & LITHOGRAPH CO.

55 BEECH STREET, CINCINNATI, OHIO 98 N. THIRD STREET, BROOKLYN, N. Y. 439 CROSS STREET, BALTIMORE, MD.

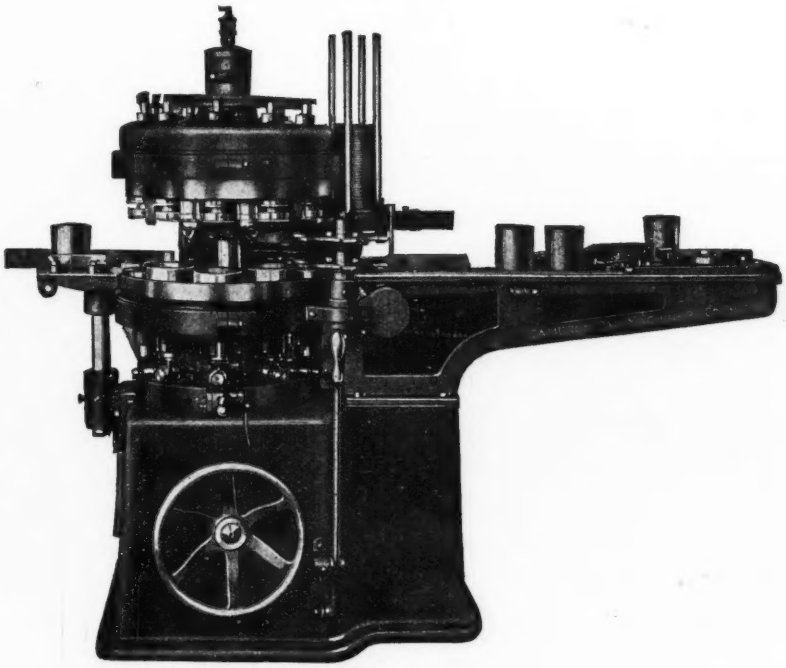


CLOSING MACHINES REGARDLESS OF OUTPUT

WE MAKE EVERY MACHINE FOR CAN-MAKERS REGARDLESS OF THE STYLE OF CAN OR THE NUMBER REQUIRED. SEND US YOUR CAN-MAKING PROBLEMS. WE MAY CUT YOUR COSTS.



NO. 287 DOUBLE-SEAMER



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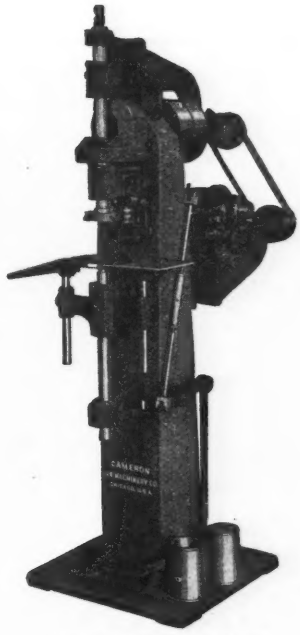


NO. 121 DOUBLE-SEAMER

CAMERON CAN MACHINERY CO.

240 North Ashland Avenue CHICAGO, U. S. A.

YOUR INCREASED VALUES REQUIRE INCREASED FIRE INSURANCE

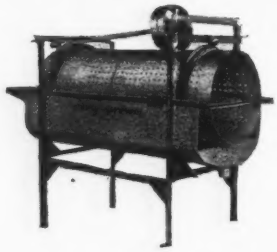
Each increase in the amount of your insurance means an increase in your share of the saving . . . .
Write - wire or phone - your additional requirements.

LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.
TELEPHONE: DELAWARE 9400

Canners Exchange Subscribers
at
Warner Inter-Insurance Bureau

WASHERS

Several Sizes



Many Types

FOR

BEETS, FRUITS, CORN, BEANS, TOMATOES, PEAS

BERLIN CHAPMAN CO., BERLIN, WIS.

BERLIN CHAPMAN CANNING MACHINERY
A Single Unit or A Complete Canning Plant

General Utility Filler

This machine is a wonder. There are no valves to enter can. Every can is filled full with liquid (any kind that flows) and the cans are tipped to give the "Head Space" or fill desired.

Has a steam Do-Nut coil that heats quickly any liquid. Automatic cut off valves - when exhaust box or Double Seamers stop - flow of liquid stops and steam is cut down just enough to keep liquid hot (up to 212 deg. F.)
Has controlling valve for fill - you can top off, or fill an empty can full.

Fits over any chain, belt, cable or disc conveyor.
Drip pan to catch excess liquid from falling on floor, or you can pump excess liquid back into tank and use for next can.
Float valve in tank assures constant supply.

On order built to handle from No. 10's (or gallons) down.

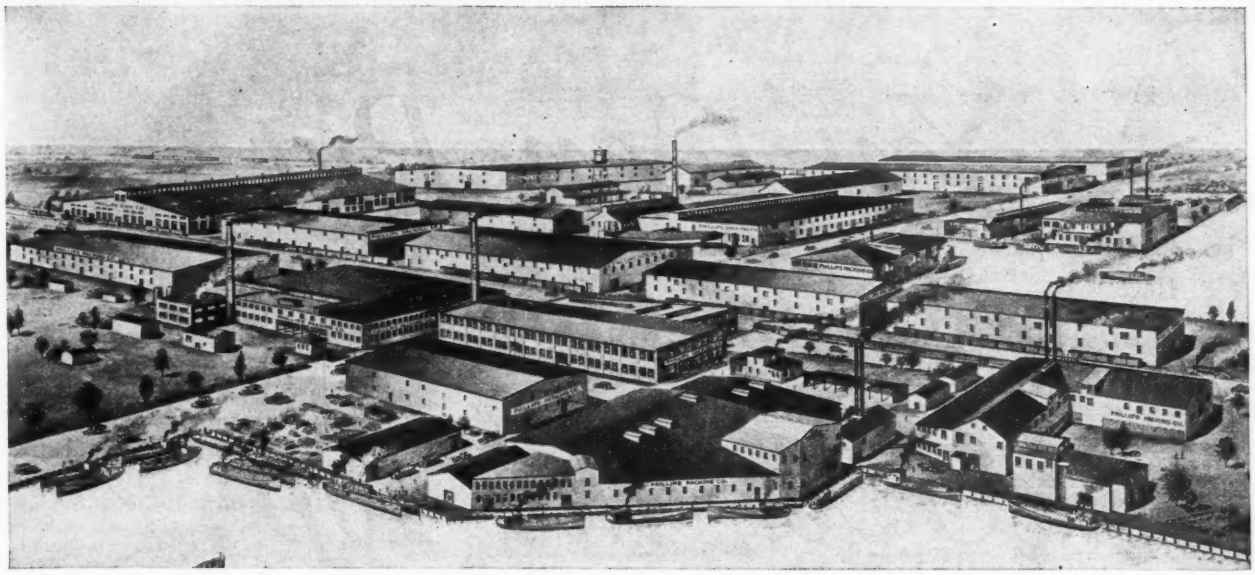
Will give a good vacuum, if liquid is filled hot.

Dandy for special runs. Nothing to get out of order, - Fool Proof.

Brass Bowl or tank. Float valve, steam coil.
Drip pan and stand extra, have to be made to suit conveyor.
Bronze gear pump extra. Monel Metal or stainless Steel extra.

Just the thing for small canners or for odd sizes and special packs.

E. J. JUDGE
Syrupers, Clutches, Timers,
P. O. Box 238 Alameda, Calif.



PHILLIPS CAN COMPANY
Manufacturers of Packers Sanitary Cans
Division of the
PHILLIPS PACKING COMPANY
Packers of HIGH CLASS FOOD PRODUCTS
CAMBRIDGE, MARYLAND, U. S. A.

PHILLIPS SALES CO. Inc.,
BROKERS and COMMISSION
Canned Foods and Canners' Supplies
Located in the heart of Maryland's great packing industry.
Brokers and representatives desired in all markets.
Packers' accounts solicited.
CAMBRIDGE, MD. U. S. A.

QUALITY SEED PEAS
Canners Varieties Exclusively
Our unexcelled seed stocks and our vigilant supervision
of their reproduction insures a superior canned product
GALLATIN VALLEY SEED COMPANY
BOZEMAN, MONTANA

You Can Put

"Canned Foods for Christmas"

Over the Top

With a Concentrated Drive the Last Week!

CANNED FOODS for Christmas *was* a great idea!

Right from the first announcement, the response by Canners, Brokers, Wholesalers and Retailers has been way in excess of our expectations.

Everyone connected with the Industry has done a remarkable selling job.

Over three-quarters of a million Christmas labels have been distributed.

Over one hundred thousand proofs of the "Canned Foods For Christmas" advertisement have been sent out for use as displays in retail stores.

The advertising in the December 19th issue of The Saturday Evening Post and the leading women's publications out in December is reaching over 15,000,000 people . . . in every community from Coast to Coast.

The stage is set—buying is under way!

Now is the time for a concentrated drive to make sure every possible sale is secured. Don't let up a minute!

Canned Foods for Christmas will be bought during the last week. Plan a last-minute drive on every Wholesaler and Retailer in your community.

Make sure that Retailers have made up suggested assortments with Christmas labels, and are giving them the proper display . . .

Help your Retailers to merchandise the idea by notifying churches, clubs, fraternal organizations and relief committees that these assortments are available .

Be sure that Canned Foods for Christmas occupies considerable space in Retailers' newspaper advertising . . . that letters are mailed to customers . . . that every clerk is coached to suggest the idea to every customer who comes in the store.

Make sure all these things are being done in your territory and you can be sure Canned Foods for Christmas will go way over the top!

Don't depend on the other fellow to do it—go out right now and see to it yourself that assorted Canned Foods are being sold in your territory the last week before Christmas. This is the vital week when buying will be done!

THE NATIONAL CANNERS ASSOCIATION
WASHINGTON, D. C.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES
Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Foods Packers* of the United States and Canada. Now in its fifty-fourth year.

Entered at the Postoffice, Baltimore, Md., as second-class matter.

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Canada	$4.00
Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
BY
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communications to THE CANNING TRADE, Baltimore, Md.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, DECEMBER 21, 1931 No. 19

EDITORIALS

MERRY CHRISTMAS—Let's forget dull care, the worries of business, or the lack thereof, the stringency of money, the gloomy prophecies of even worse gloom, and thank God that nearly two thousand years ago He fulfilled His promise to redeem mankind, and for that purpose became man and appeared amongst us. And though he was God He did not choose the warmth, comfort and elegance of a palace, but as if to show that He would ever be rejected by the humans He came to save, He chose to be born of His Virgin Mother in a stable, among the beasts, "because there was room in the Inn."

And yet He was bringing to earth the most mighty upheaval in all creation—the changing of the world from slavery and beastiality to freedom and the exercise of the intelect; the cleaning away of the grime and filth that had come to cover that gem which He had given to mankind to distinguish him from and place him as master over the brute, the intellect. From that day the face of the earth began to grow brighter, the lives of men more happy, and that has gone on with steady increase despite man's perverted inclination to draw away from Him, and to deny Him and all His works to this day, the brightest and most wonderful in all the history of the world. Today, as then, this God, made man, returns good for the evil. What privations, sorrow or want has any of His creatures ever suffered, or suffers today, to even distantly approach those heaped upon Him, in His mission of mercy to mankind?

What would be our condition today had the world gone on in its beast-like condition until this time, and had not that Christmas nearly two thousands years ago happened? Multiply the miseries existant then by the experiences of the past two thousand years, man left to himself, and then picture what you would have now! Even you who may reject the whole truth about Him and the work He has done, and His influence upon the lives of men since that first Christmas, will have trouble in finding anything but gratitude. It has been something more than man-made.

Merry Christmas! The merriest of Christmases, even if forgetfulness of His teachings, and a yielding to primitive passions have brought such troubles upon us as now seem unbearable. That star over Bethlehem still shines to lead us back into the right path, and into the happiness that will be generally wished for the New Year.

A Merry Christmas and a fervent Thank-God for all we have, for the wonderful age in which we live; and a forgetfulness, for the time at least, of the woes which seem to beset us. It could be immeasureably worse, and that it is not, we have a right to be thankful, as well as Merry, and hopeful.

BRIGHT OUTLOOK—Never before in the history of this industry have so many men given such serious thought to the welfare and progress of of the canned foods industry, and in almost if not every branch thereof. That is the finest augury which could be had for the ability of this industry to face its problems and to master them. Canners everywhere are getting down to bedrock and considering all these matter,s both in a large way to benefit the whole industry, especially in those individual matters which will mean the progress of the individual canner, and through that we will have the progress of the whole industry. And they are not indulging in pipe-dreams, or will-o-the-wist fantacies which lead nowhere but to perdition. They are at work upon the fundamental things which will bring them out further than they have yet reached. There is substance in their considerations, and real results will come from them, even if they do not succeed, in this first try, in reaching the whole goal they set out for. The very fact that they are stirred to the need of such considerations is a gain in itself, and that need not be considered a slurr upon the industry. For fifteen years all industry and all members of it, have been willing to go along without too much mental effort and no worry, because things

seemed to take care of themselves. Now it is seen, as one of the lessons from our hard times, that after all the individual does count, and upon his behavior depends the success or failure of the industry to which he belongs. They are doing fine in this serious thinking, and they will profit by it.

So instead of reviewing the dismal past of the year just closing we think it much more pleasant to view the brighter things just ahead of us. Canners are thinking of better and more uniform products; better and more intelligent labelling; for the first time on record of better merchandising of the goods clear through to the consumer. Let those things develop as they are bound to develop and the results to the industry will be revolutionary; they will bring about a new day in the canning foods industry, for the canners and for the goods. The leaven is working, and nothing will stop it. There may be falterings, slipping back, and errors but the goal will be kept in sight, and stern necessity will keep them pressing steadily onward. Look out for the canned foods industry in the next ten years. By 1941 it will bear no resemblance to the 1931 model. In that day the consumers will demand that their foods first be canned, or come from cans, because of the protective measures afforded in the act of canning. In that day the canners will be as meticulous about telling on the label everything about the goods in the can, and so avoiding the necessity of first opening, as they are now, apparently, bent upon avoiding informative labeling. From being feared, canned foods will become the only food not feared. If that is not bright, you tell one.

Merry Christmas to each one of our big family of readers.

GOVERNMENT ASSISTANCE TO AMERICAN FISHERIES TAKES MANY FORMS

Scientific research combined with practical aids occupy attention of Federal Bureau of Fisheries, annual report of Commissioner shows. Important biological studies completed in last ficsal year.

COMPREHENSIVE Government activities in the promotion of American commercial fisheries and the cultivation and protection of game fish are outlined by Commissioner of Fisheries Henry T'Malley in his annual report made public today.

The economic importance of this country's commercial fisheries is indicated by the fact that in 1929 they gave employment to 191,000 persons, of whom 123,000 were fishermen. The catch in that year amounted to 3,567,000,000 pounds, yielding to fishermen more than $123,000,000. Angling as a recreational pastime is steadily increasing in popularity in the United States, the report states. It is estimated that the number of anglers who fish for recreation in this country exceeds 8,500,000 and that the value of fishing tackle manufactured is approximately $25,000,000.

One of the most important phases of the work of the Bureau of Fisheries is in connection with fish propagation which is carried on in 35 states, Alaska, and the District of Columbia. During the fiscal year which ended June last, it is estimated that the total output of fish and eggs from Government stations amounted to 7,122,000,000, including marine anadromous, and fresh water species of commercial importance, as well as the highly prized gamefishes. The Bureau supplied 119 cooperative nurseries with over 4,000,000 young fish, increased its own output of fingerling fish by 28 per cent, and salvaged more than 182,500,000 fish in the Mississippi River section. Dependence on the Bureau for fish stocking, the report points out, was greatly increased as a result of the ruinous draught of last year in which many streams completely dried up.

The Bureau's program of biological research included studies of 30 important food and game fishes, expansion of its program of research in the fields of experimental fish culture and oyster farming. It also included direct aids to the fishermen in forecasting the abundance of certain species, in effecting means for lessening the destruction of immature and undersized fish, and in determining what restrictions were needed to conserve the supply.

In the field of animal nutrition the bureau, in cooperation with other agencies, has been enabled to make noteworthy and timely contributions which have demonstrated the richness of domestic fish oils in essential vitamins, thus extending their use in animal feeding. The relative feeding value of fish meals produced by the different processes of manufacture has been indicatd, and the trade shown means for improving their manufacturing methods and eliminating waste. The assistance given has been especially timely, it is pointed out, because of the depressed fats, oils, and feeds markets and has resulted both to the advantage of the fish-reduction industry in increasing the demand for domestic products and to agriculture in making these products rich in certain factors available at lower cost.

Alaska fishery laws and regulations for the conservation of its fisheries have been executed vigorously in an effort to assure the maintenance of this great resource, the report declares. The seal herd breeding on the Pribilof Islands has been built up until it now numbers considerably in excess of 1,000,000 animals, and the current season's killing of surplus males is expected to approximate 50,000.

Referring to the most important branch of the commercial fisheries industry—fish canning—the report shows that in 1930 more than 576,000,000 pounds of fish, valued at $82,850,000 were packed. In excess of 80,000,000 pounds of fresh fish, valued at $12,500,000 was prepared for the market by the packaged fresh fish trade, and 139,297,000 pounds of fish were frozen. Secondary fish products to the value of $23,721,000 were produced by the by-products industries. During the previous year the production of cured fish amounted to more than 110,000,000 pounds, valued at $17,500,000, and in 1930 imports of fishery products for consumption were valued at $50.830,000, while the value of domestic exports was $17,276,000. In comparison with 1929, there were decreases in the value of packaged fish, canned fish, secondary products, and imports and exports, while the production of frozen fish increased.

CANNERS' CONVENTIONS

January 25-27, 1932—National Preservers, Congress Hotel and Annex, Chicago.

January 25 to 29, 1932—National Canners; National Food Brokers; Canning Machinery & Supplies; Machinery Exhibit. Hotel Stevens, Chicago, Ill.

February 9-10, 1932—Virginia Canners, annual, Roanoke, Va.

We Took the Bull by the Horns!

YES, we just naturally got mighty tired of the "repression" and decided that the thing to do was to "take the bull by the horns"—clear all the expense possible out of our costs by putting all our production under one roof; and equip the plant under that roof with every available labor saving and cost reducing piece of equipment we could buy.

THE Result—Lower prices to you for better canning machinery than ever before and a chance for us to make a small reasonable profit *even if small volume business continues indefinitely.* But it won't, You know what will happen. It's almost inevitable. Volume will grow and grow naturally because of lower prices and higher quality. It just always does. We'll be the gainer in the next boom and so will you because nothing can take away the "edge" this low cost program is putting into our business.

CONSIDER what a similar program might do in your business. There never will be a more logical time to rejuvenate any business. We all know the canning industry is not only sound but *indispensable.* It's future is assured.

YOU can lick the depression, and get a long jump on the other fellow, too, by planning to re-equip now.

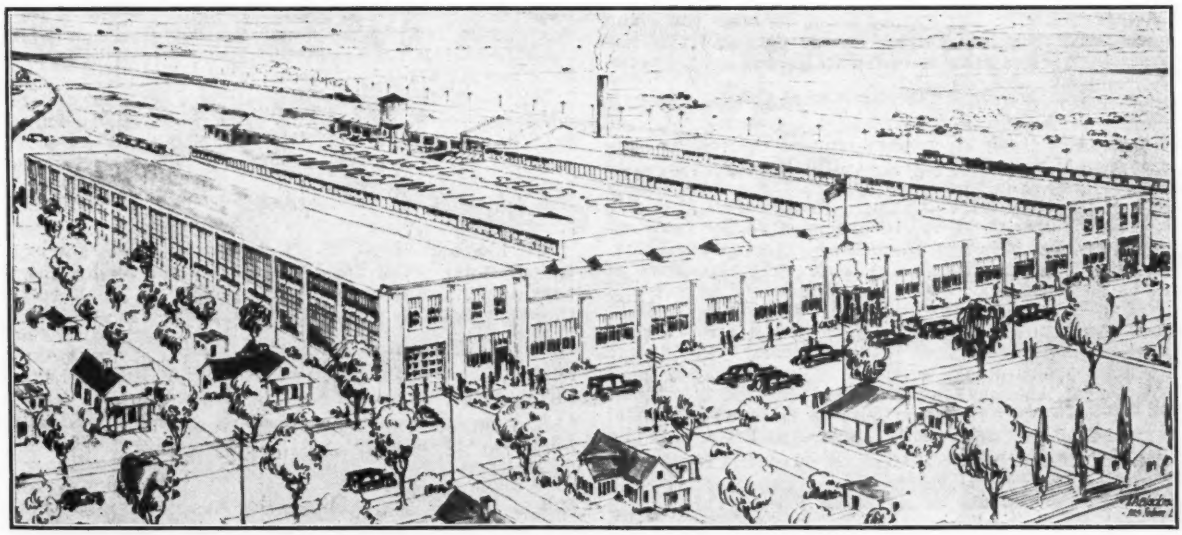
LET us figure with you. Let us turn our engineering department loose on your problem. Boy, they've just done a wonderful job for us and they're just itching to do the same for you. Your dollars will go a long, long ways farther today.

OBEY that urge. Write us now.

Sprague-Sells Corporation

Div. of Food Machinery Corp.

Hoopeston, Illinois



Architect's drawing of

NEW SPRAGUE-SELLS PLANT, HOOPESTON, ILLINOIS

Where all Eastern Production will be combined

A MODERN, HIGH-GRADE, LOW-COST FACTORY

Meeting Of The Ohio Canners Ass'n

Deshler-Wallick Hotel, Columbus
December 8 and 9, 1931.

THE attendance at the Ohio Canners Convention was the largest ever recorded, showing a registration of 212 against the previous high record of 179.

At 12 o'clock, noon, Tuesday, December 8th, the entire Convention attended a luncheon tendered by the Ohio Canners Association. Immediately following it was the Afternoon Session, President Howard Orr, presiding.

President Orr introduced Mr. Hugh Fullerton, a nationally known sports writer, who told many humerous stories and commended the canners for what they do to furnish the food supply of a Nation. He stated that although prices are low on canned foods, this simply means that the canners are aiding greatly in feeding the Nation in these depressed times.

President Orr then introduced Mr. Marc Hutchinson, Vice-President of the National Canners Association.

Mr. Hutchinson spoke as follows:

ADDRESS OF MR. HUTCHINSON

A LARGE number of prophets have been knocked off their pedestals during the last year or two. Unfortunately they seem to have been replaced, in part at least, by a group of self-elected coroners, whose verdict has invariably been, "I told you so." There is no profit in prophesying and little consolation in inquests, and it will be much more helpful to get hold of some real tangible things that have to do with our situation right here and now. For that reason I want to say something about a new fact in the canning industry's business.

That fact is national advertising for the canning industry and its products.

As you know, the industry has been working for years through its own research laboratories, and through collaboration with other scientific institutions and agencies, to perfect its methods and products to the point where it could say to the consumer, "Here are foods in which you have a right to feel entire confidence as to their safety, food value, and quality." Then came the industry's successful effort to get a law to compel the packer and distributor of low quality foods to label them and sell them for what they really are. It was not until this law became a fact that the canning industry was ready for advertising for the industry as a whole.

The advertising has started. All of you have seen the first advertisement that appeared in the Saturday Evening Post for November 7th. All of you know something of the organization handling the campaign and its plans. Let me briefly summarize these developments. The money to finance the campaign has been contributed by the principal tin plate manufacturers and the can companies. The fund will be expended during the coming year under the direction of a committee of three, representatives from two of the can companies, and a representative of the National Canners Association. The MacManus Agency has been selected as advertising counsel. The advertising will be fundamentally educational in character, but will also carry a sales message to the consumer. In the early copy, more emphasis will be placed on the economy of using canned foods in order to meet the present problems of the consumer. The underlying purpose of the advertising is to dispel prejudices against canned food and against the tin can as a container by emphasizing the various aspects of the safety, convenience, and nutritive value of the industry's products.

Plans contemplate the use of space in five of the leading women's magazines, as well as in the Saturday Evening Post. These magazines are McCall's, Good Housekeeping, Women's Home Companion, Delineator, and Ladies' Home Journal.

This will be a campaign for canned foods as a whole and not for any particular commodities.

Naturally every canner will be ready to ask, "What will it do for me?" and if he is alive to his job he will also be ready to ask, "What can I do for it?"

I cannot undertake to answer the first question, but there are some things that every canner who asks the question ought to know and think about.

Advertising cannot, unaided perform miracles. It is but one factor in business building. It will not and cannot take the place of selling effort by canner and distributor. It cannot go much further than create an inquiring mind and a receptive attitude on the part of the consumer. It but sows the seed from which the go-getting manufacturer or distributor can reap a harvest if he is willing to take off his coat and work.

The reaction to the advertising campaign, as it has come to the committee in charge, is just about what is to be expected. Canners who have an appreciation of the function of advertising in sales have been quick to effect a tie-up between this advertising and their merchandising program. On the other hand, there are canners who have taken the Micawber attitude of waiting for something to turn up. One thing is certain, the dividends from the campaign are going to come to those who earn them by doing instead of waiting.

The canner, of course, has little direct, personal contact with the consumer who buys his products. Between the canner and the consumer is the distributor, and to make the advertising campaign a merchandising success the canner will have to work with the distributor of his products. If the canner is cold on the campaign, he can't expect the distributor to warm up.

If the distributor is not informed and enthused and helped, he cannot be expected to play the game for the canner. There must be team work, with the canner furnishing both inspiration and driving power.

The National Canners Association is contributing to the campaign all the information developed from its scientific research that can be used to make correct and effective advertising copy. It has placed at the committee's disposal all of its facilities to keep the industry currently informed of the advertising plans. It will probably make advertising and distribution problems a prominent feature of the program for the coming annual convention. It is assisting the committee to interest the distributors' organizations, and through them the individual brokers, wholesalers, and others on whose co-operation much depends.

What may the individual canner do for the campaign? I don't know all the answer to that question. If I did, nothing would give me greater satisfaction than to go to the National Association and the committee and say: "Here's what each of these fellows is in a position to do. Tell them you know what they can do, and ask them to get busy."

Not knowing your business or your plans, not knowing just what you are equipped to do or what ideas you may have, the next best thing I can do is to ask you to give the Association and the committee the benefit of your best thought on the campaign. The committee has invited suggestions. It has a real job on hand. It wants constructive suggestions and ideas to make its work effective.

Mr. I. S. Guthrie, of the Ohio Department of Agriculture, was called on for a few remarks, and he commended the Ohio canners for the quality of their products and claimed that if all their products are of the quality of those brought to his attention, it looks as though Ohio is in for better business as a result. He urged the canners to back an appropriation for the extension of this work, which in its present limited extent has so greatly increased the quality of Ohio canned foods.

At this time the canner members of the Association went into a closed meeting. They there discussed plans for acreage control and the restoration of future buying. This round table discussion resulted in many interesting proposals, and the result of this meeting will be referred to the proper committee of the National Canners Association, for their consideration.

WEDNESDAY MORNING, DECEMBER 9th.

PRESIDENT ORR introduced Professor H. B. Brown, of the Ohio States University, who reported on results of agricultural research of canners crops. Professor Brown said that in his work with Hybrid Strain, while the season was an adverse one, which caused considerable trouble with diseases, such as Stewart's Disease and Root Rot, they still obtained interesting results from the seven strains of Hybrid Corns with which they experimented, their results show a yield of from 75 to 80 per cent greater than the commercial strains produced. It was found that some of these strains reached and passed through

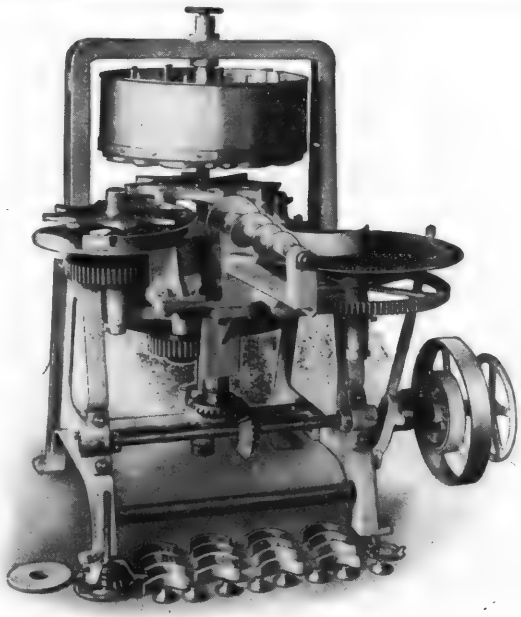
HAMACHEK'S IDEAL GREEN PEA HULLING MACHINES

Their use insures more thorough hulling, a better pack and a larger profit.

CATALOGUE ON REQUEST

FRANK HAMACHEK MACHINE CO.
Kewaunee, Wisconsin

MANUFACTURERS OF
IDEAL VINERS, VINER FEEDERS, ENSILAGE DISTRIBUTERS and CHAIN ADJUSTERS
ESTABLISHED 1880 **INCORPORATED 1924**



AYARS NEW HEAVY DUTY ROTARY SYRUPER

For Filling—Tomato Pulp and Puree—Tomato Juice—Clear Soups, etc.

For Syruping—Fruits, String Beans, Beets, etc.

Has no air vent stems to damage fruit.

Designed for high speed.

Belt Drive or direct connected.

Fills absolutely accurate.

No Can No Fill.

Rapid Valve.

Prices on Request.

AYARS MACHINE COMPANY
Salem, New Jersey

the milk stage very rapidly, which would make them undesirable from a canning standpoint. However, all reports are much in favor of the Hybrid over commercial strains.

In their experiments with soil preparation, it was found that the loosening up of the sub-soil, plus plowing, produced the largest yield on peas and spinach over the check plot of soil which was plowed only.

Much work was done with fertilizer experiments on various crops, with some interesting results. No preparation has been made to carry on this work during 1932, and as the Ohio canners are benefited greatly by Professor Brown's work, a method of securing the necessary funds was discussed. It was suggested that every canner pledge $50.00 per factory in order to produce the necessary funds. As a result of this suggestion, the Seed and Soil Committee was instructed to determine what assessment would be necessary to carry on this agricultural work for canners.

Mr. Maurice Siegel, of Strasburger & Siegel, food chemists of Baltimore, reminded the canners that Standards under the McNary-Mapes Amendment for canned corn would probably be set during this coming year. He also reminded them of the difficulty experienced in maintaining a natural color in No. 10 corn. He simply presented this point before them and suggested that they take it into consideration when the tentative standards are placed before them for adoption.

The next order of business was the report of the Auditing Committee, which showed the Association to be in very good financial condition.

The Resolutions Committee reported as follows:

RESOLUTIONS

RESOLVED, That this Association deplores the death of a former President of the Ohio Canners Association, Clarence H. Sears, who of recent years has not been active, but who always took a deep interest in the welfare of the Ohio Canners. At that time, the Secretary took suitable action in behalf of the Association with his family;

RESOLVED, That a note of thanks be extended to Dr. H. D. Brown, I. S. Guthrey, Director of Agriculture, Marc Hutchinson, a Vice-President of the National Canners Association, Hugh Fullerton, of the Columbus Dispatch, Maurice Siegel, for their presence at our opening meeting, and their interesting remarks;

RESOLVED, That the thanks of the Association on behalf of the Tomato and Cherry Canners Division be extended to Mr. M. W. Baker of the Federal Government Inspection Bureau for his courtesy and close cooperation with all in this division;

RESOLVED, That the National Canners Association Advertising program be heartily endorsed and supported to the extent of our ability in their efforts to advance the education of consumers of canned foods;

RESOLVED, Unanimously, that the sense of the Ohio Canners Association is favorable to the plan as outlined, of curtailment of acreage on all products for 1932 and this notice to be forwarded to Conference Committee of the National Canners Association.

(Signed) H. F. KRIMENDAHL,
W. W. WILDER,
F. L. DUTTON, Chairman.

The Seed and Soil Committee reported that Professor Brown has cooperated with them in every instance, and that he had done some valuable work for them. At the Canners School, which will be held on February 15th and 16th at the University, much of the work that Professor Brown has carried out will be discussed in detail, and this Committee urged a full attendance of canners and field men at this time.

Mr. Luther Swain, Chairman of the Legislative Committee, outlined briefly taxes which will be imposed on canners this year, and the method of determining these taxes. Mr. Swain agreed to prepare a short outline of procedure for the compilation of taxes, which Mr. Irons agreed to send to all the members of the Association.

ELECTION

President—Howard A. Orr, Circleville
Vice-President—H. F. Krimendahl, Celina
Secretary-Treasurer—Roy Irons, Clyde
Directors—Theo. Vandervoort, Jamestown; Walter Pressing, Norwalk; W. B. Swonger, Sidney.

MEETING OF THE TOMATO SECTION

Tuesday, December 8.

CHAIRMAN O. L. TEAGARDEN introduced Professor Lankenshire, of the Ohio State University, who described the principal requirements for quality production. His description was made from charts, which in part showed some of the results of work already outlined by Professor Brown. As regards the application of fertilizer, the preparation of the soil, selection of plants (in most instances Southern grown plants produced the best results) grading of the raw products, etc.

Mr. Maurice Siegel of Strasburger & Siegel, told of some of his findings in grading Tomatoes under the McNary-Mapes Amendment this past season. He stated that in most cases that a can of Tomatoes was thrown into the the sub-standard class, it was due to excessive skins, and also to off-color. While standards have already been set for tomatoes under the McNary-Mapes Law, the question was whether this skin tolerance was not too low. He stated that any complaints would have to come from the canners themselves and that if they were experiencing any difficulties with these two problems, it would be up to them to make the complaint.

Chairman Teagarden then introduced Mr. M. W. Baker of the U. S. Department of Agriculture, who spoke as follows:

RAW TOMATO INSPECTION
By M. W. Baker, U. S. D. A.

THE 1931 season has been one of the most difficult tomato seasons that the canning industry has experienced for some time.

Most canners faced the opening of the season with pessimism, due to the general business depression and the ruinous prices received for the 1930 pack.

The season had scarcely started before it became very evident that with the exception of the northern part of the state and a few sections in the central western part, the quality was much inferior to 1930 and the yield much lighter. The high percentage of two's and culls caused much dissatisfaction among growers, many of whom could not realize the difference in quality in comparison with the previous season. In addition to this, warm weather with plenty of sunshine the second and third weeks of September hastened maturity and caused the bulk of the crop to accumulate faster than it would be cared for at the factories, causing growers to either wait in line for hours or to deliver only at stated intervals in restricted quantities.

The accumulation of these unusual circumstances caused growers and canners alike to become more or less dissatisfied and made it almost impossible to look at conditions in a sane manner.

As a result, many growers would not attempt to cooperate with the canners and vice versa.

After the pack was completed many canners found it difficult to secure credit and even though they knew the pack was short were in many cases forced to make sales below the cost of production. As a result prices for quality goods are far too low and taking into consideration the size of the pack should go to higher levels.

With these conditions in mind it is not difficult to see that any type of inspection service would be subject to a severe test. It has never been claimed that the inspection service will take care of all of the ills of the canning industry, but in face of the facts established the past season we are firmly convinced that it is the best agency established, up to the present time, to furnish an equitable basis for canner and grower to work up on.

The results of the past season's inspection in Ohio as here tabulated cannot help but impress any fair-minded canner or grower as to why conditions were anything but harmonious.

STATEMENT SHOWING THE RESULTS OF THE INSPECTION OF CANNING TOMATOES AT FOURTEEN STATIONS IN OHIO DURING THE SEASON 1931

Station	Number Certificates	Actual Tonnage in Pounds	% U. S. No. 1	% U. S. No. 2	% Culls	Pounds U. S. No. 1	Pounds U. S. No. 2	Pounds Culls
"A"	2,103	7,210,374	57.7	34.6	7.7	4,160,386	2,494,789	555,199
"B"	2,345	4,026,246	32.2	49.4	18.4	1,296,451	1,988,966	740,829
"C"	1,191	3,830,800	50.7	39.0	10.3	1,942,216	1,494,012	349,572
"D"	1,833	3,815,136	45.1	42.8	12.1	1,720,626	1,632,878	461,632
"E"	1,603	3,764,186	63.8	25.0	11.2	2,401,551	941,046	421,589
"F"	1,565	3,512,321	60.2	24.4	15.4	2,114,417	857,006	540,898
"G"	1,498	2,768,195	49.8	38.8	11.4	1,378,562	1,079,937	315,574
"H"	1,107	2,734,018	46.6	39.5	13.8	1,274,052	1,079,937	380,029
"I"	1,022	1,734,287	58.2	23.5	18.3	1,009,326	407,546	317,365
"J"	778	1,210,558	48.2	32.2	19.6	583,489	389,800	237,269
"K"	582	628,492	62.1	27.8	10.1	390,294	174,721	63,477
"L"	435	423,493	49.3	30.5	20.2	208,782	129,165	85,546
"M"	226	286,435	44.3	41.2	14.5	127,179	117,723	41,533
"N"	167	231,554	45.9	43.7	10.4	106,283	101,189	24,082
	16,405	36,176,045	51.7	35.6	12.7	18,713,614	12,822,837	4,579,594

The discussion following Mr. Baker's address showed that all who had bought on the graded basis this year were very favorable to it, and none showed any desire to return to the old method of buying on the flat basis.

Tuesday evening at 8 o'clock the entire Convention was taken to a Theatre Party by the Columbus Chamber of Commerce.

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

"Bliss" No. 25 Double Seamer
for Double Seaming Irregular Shapes
80 to 100 a minute

An entirely automatic machine that handles sanitary or dry package cans. End feed is positive and fool proof. Ends with straight flanges are used. An inexperienced operator successfully runs this machine. Results are uniform. Takes work 5" across corners and up to 9¼" high. Details on request.

Builders of the 300 a minute line

E. W. BLISS CO. BROOKLYN N. Y., U. S. A.

Sales Offices { Detroit, Cleveland, Chicago, Cincinnati, Philadelphia, New Haven, Rochester

LABELS

—as you like them
—when you want them

We are so located that we can take care of all your wants, promptly, dependably.

Avoid a rush-job. Give us time and we can give you the better job. But we can take care of the rush job, too.

—Labels of every description
—As many colors as desired
—And at the right prices

Piedmont Label Co. INCORPORATED
MANUFACTURERS OF LITHOGRAPHED LABELS
BEDFORD VIRGINIA

SHOULD BE

In Every Cannery Office

"A Complete Course in Canning"

As an insurance against loss

Published by
THE CANNING TRADE
Baltimore, Md.

WAREHOUSING

Field and Metropolitan warehousing, the first merging into the latter if desired.

FINANCING

Loans arranged thro' affiliated organization at lowest rates consistant with collateral available.

SERVICE

General information, available thro' wide spread contacts with producers and consumers, a service we offer to clients.

GUARDIAN WAREHOUSING COMPANY
222 West Adams Street
Chicago.

COLONIAL BOY COPYRIGHTED

Landreths' Garden Seeds

These seeds are so well known to the Canning Trade, that they need no introduction. This adv. is simply a reminder.

If you need anything in seeds for delivery after the 1931 crop, before buying elsewhere, write us stating kinds and quantities, and allow us to quote you prices.

Business founded 147 years ago.

D. Landreth Seed Company

BRISTOL, PA.

Meeting of Ass'n of New York State Canners

Seneca Hotel, Rochester, N. Y.
December 10 and 11, 1931

THE meeting of the Association of New York State Canners was very well attended, as evidenced by the large number that sat down to the Luncheon prior to the first session. Places were provided for well over 200, and every seat was filled.

At the conclusion of the luncheon President B. C. Olney opened the first session, introducing President F. A. Harding of the National Canners Association.

President Harding told those present what the National Canners Association is doing for its members, some of which includes a quarterly survey of canned foods; their assistance in the establishment of Standards for canned foods. in which they expect more in the near future; the investigation of foods damage claims, etc., and their assistance in making the National Canned Foods Campaign a reality. This Campaign is designed primarily to counteract consumer prejudice and to combat fresh vegetable and frozen fruit and vegetable competition. The advertising reading is of an educational nature, stressing on the safety, convenience and economy of canned foods. The Committee at the present time is making a special drive on canned foods for Christmas. Advertisements appearing this month suggests canned foods as gifts. Through the co-operation of Secretary Fishback and President Miller of the National Food Brokers Association, a Committee, composed of 150 brokers, has been formed, who are using every effort to carry this message to the wholesaler. The original order of 500,000 stickers for gift canned food cases has been exhausted and an additional rush order placed. President Harding urged all canners to take advantage of this opportunity by their co-operation.

Chairman Olney then called upon Secretary Paul Fishback of the National Food Brokers Association, who spoke as follows:

IF all of this sounds familiar to you who have read the reports of the recent Wisconsin canners convention in the trade press, bear in mind that it is because we want to discuss, from the food broker's standpoint, the fundamentals of sales work in the canning industry which we feel should be emphasized.

Let's talk about the A B C's of this work. In this industry, A represents your first step, the production of the product to be sold. Your job, as canners, is to conserve fruits and vegetables by heat sterilizing in hermetically sealed containers. We won't prate about the necessity for quality—you men of New York know the answer to that, and it is to your credit and not flattery to say that you show by your results that you do know it.

B, of our A B C's should represent the joint question of how much to conserve and how to sell. Have you too, been measuring your "how much" by the number of growing acres you could control, plus mechanical limitations, plus financial limitations, without any consideration of the proper yard-stick of distribution, consumption and sales competition? If you have, and I believe that you have, perhaps you are not to be too severely criticized nor condemned. It has been the failing of all sections of this industry, and of many other industries. But it is high time to stop, look and listen, and make a sincere effort to gear your production to consumption and distribution. Let capacity be secondary to these other two.

The question of how to sell under this section of our fundamentals is a broad one, and to be considered here because we, on our side of the fence sometims wonder if you give any thought to this qustion at all. Sometimes, all too frequently we must say, it appears that you have run wild in production until you become appalled at what you have done. Then you rush frantically into the market to sell, and sell without regard to what or how or where. Such a selling panic makes you easy prey to the buyers for the distributors who profit by your befuddlement.

And that brings us to the C of our trinity of A B C which is fixity of sales policy. Therein is the food broker most vitally interested from his own selfish standpoint, and from his real interest in the welfare of the industry as a whole. Selling is the food brokers' business, selling grocery products to wholesale distributors, as the resident sales representative of the principal, and for a commission compensation.

The food broker, generally, and the members of the National Food Brokers Association, have neither the right, nor the desire to dictate your sales policy. It is none of our business what sales policy is adopted by any branch of the grocery industry, nor by any individual unit in any branch. That we believe firmly that the system represented by the food broker is the most effective, and efficient and economical is a question I will discuss at more length presently. But, we do insist for your own good, and somewhat in self defense, that only a fixed policy and a definite, continued and determined adherence to that policy is of prime importance to canners especially, if there is to be any real progress toward stability in the industry.

If you believe that an internal sales organization for each cannery is the wiser policy, hop to it. Get a good sales manager and employ good salesmen. Send them about the country to call on your old customers and establish new ones. You'll get some results, surely, but it will cost like the devil. The cost usually runs somewhere between 10 and 25 per cent of gross, and runs higher in years of short pack and production when you must be out of the market much of the time.

Granted that your salesman concentrates on your line, and works to no other end. That's fine, in principle, but just how does it work in practice. Your salesman must be dynamite to blast his way through all competition and to an order of compensating size, under any and all conditions. He cannot call every day, nor each week. It would take a large corps of salesmen to cover the whole market and permit of regular calls once a month—salesmen whose salaries and expenses go on and on, whether they are making sales or not, whether you have the merchandise or not.

Buyers have told our members, not once but repeatedly, not in one market alone but in many all over the country, that often these salesmen irritate them. You can't blame the salesman for it is his job to sell your product to the buyer each time he calls, if he possibly can, and he works to that end. But, maybe the buyer doesn't want to see him the day he calls. Maybe he has a special drive on something entirely foreign to canned foods in which he is deeply interested. At this season of the year, for example, he is much more interested in the distribution and consumption of semi-perishable holiday goods, so called. Until this year, canned foods have not been considered as holiday goods.

Let me interrupt my argument here for a moment to express the hope that this advertising campaign of the National Canners Association will be the first step to regularly establish canned foods as holiday goods. We may not approve the advertising campaign as a whole, or in some detail. Any one of us, of course, could do the job fully one hundred per cent better than it is being done. But, some one had a real idea about advertising the canned foods Christmas case, and I hope that every canner has taken full advantage of this chance. Have you been right on the tail of every one of your brokers and salesmen to make sure that there will be proper displays in retail stores next week? Have you urged your regular customers among the wholesale distributors to make the most of this? Have you assured yourselves that each retail store in your own home town is going to be prepared to cash in on the advertising next Tuesday morning, when the Post is on sale? Surely each retail store in your home town has been told how to make up an assortment of your brands, and has been supplied with the special Christmas labels. If not all of these things have been done, if not even one of them has been done, then indeed have you been remiss in the second fundamental of the A B C's of your busines. You have given no thought to selling generally, and to how to sell particularly. It isn't too late to give this some thought and to get some results. The advertising does not end with the Christmas sale. That opportunity to make a spectacular showing at one time may be lost, but there is some salvage if you will give thought to your sales problem, and follow through with your sales department in the balance of the campaign, and let your brokers, your distributors, your customers among the retailers, and even the consumer knows that you are alert to possibilities.

That leads me back to sales methods, and especially those which include the food broker as the sales organization. The food broker does not have to blast his way through to the buyer for your line. The resistance may be a stone wall, but daily tapping with a small chisel will some day breach that wall.

Do the job right.

Peas accurately graded make a better appearance in the can to the buying public.

Why not add this appearance and lower sales resistance to your peas.

The Hydro-Geared Grader will give your peas this appearance.

Send for the names of satisfied users and ask *them.*

The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.

All Products cooked SUCCESSFULLY, *ONLY* in RETORTS—*No Breakdowns!*
IMPROVED STEEL PROCESS RETORT.
Constructed to use either dry steam or open bath process.

MADE BY

ZASTROW MACHINE CO.
INC.
1404-1410
THAMES STREET
BALTIMORE - MD.
SUCCESSORS TO
GEO. W. ZASTROW

BRANCH: DETROIT, MICHIGAN
WHOLESALE CATALOGUE ON REQUEST

BETTER SEEDS

FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.
Cambridge, N. Y.

Almost any buyer wants to see the broker every day. Those who have buying hours and buying days, want to see the broker. They may not want canned foods, maybe nothing in your line, but the broker there has an opportunity to tap that chisel, to put in a word of interest or information, and so much more resistance is worn down. It is because the broker has something in his line in which the buyer has a direct, immediate interest—be it soap or sugar or brooms or what not—that he is always assured of an audience. Think it over.

That is one of the services which the broker renders, at no cost to you until he has made a sale for you. Even then his compensation is but a small per cent of the gross, much less than that represented by salaries to employed sales departments.

The broker must be regarded as your resident sales representative. He is not your agent, in the legal sense of that word, unless you have given him the power of agency. But as your sales representative, he will make sales for you, he will keep you informed as to conditions in his trade territory that will aid you in mapping your production and sales campaign. To a limited extent your broker will counsel with you on moral and financial credit risks, not of course, to the extent of superceding your own credit department. It is the broker's duty to express his opinion as to the worth of the customer whose orders he procures for you, but he cannot be expected to guarantee any account, any more than you would expect an employed salesman to guarantee the buyer's prompt payment of a bill. Better understanding of this situation between the seller and his own brokers is recommended. Losses on sales made through brokers are practically nil, as compared with some other methods, but there should be no taking of chances.

Fundamental C, fixity of sales policy, how important that is, and how easily overlooked in times of stress, of over-production, of under-consumption, of buyers' markets. A major portion of the distress in the canning industry right now is due to lack of a definitely determined sales policy, rigidly and honestly observed by many elements of the industry. A fixed policy is important, what that policy is to be is of lesser importance. If it is to be an internal sales organization, stick to it. If it is to be through food brokers, stick to them. If you believe that you can do best by selling direct to your distributors, try it, but remember that even ths effort costs money.

The best policy is to work through food brokers, and particularly those brokers who are members of the National Food Brokers Association. (Mr. Fishback's remarks which followed were along the lines of those uttered by him before the Wisconsin meeting published in these pages a few weeks ago.)

Mr. George W. Cobb of the American Can Company, was then asked for a few remarks, and Mr. Cobb took a more serious attitude than we have yet seen him, when he said "These are the times that try the souls of men." When a person looks about him to find who is to blame, Mr. Cobb suggested that each one go back a few years and consider how he has conducted his own affairs and he believes that each would find that he would handle things in a different manner. The prices of cans will be lower in proportion to the cost of tin plate, he said, but the cost of making cans will be just as high next year, from all indications. He stated that the American Can Company is in business to sell at a fair profit, and that if the ship sinks, it will sink flying the flag of "a fair margin of profit."

Mr. Jos. B. Weix, Oconomowoc, Wisconsin, a guest at this meeting, complimented New York State on the appropriation obtained for agricultural experimental purposes. Mr. Weix stated that the method of distribution has changed. A few years ago attendance at Convention meetings was very poor, due he believes, to the fact that they were busy in the lobby and other places, taking orders. Today the meetings are well attended, because this condition no longer exists, and all are anxious to learn of any lead that might result in an order. He said further, that because of this change in buying in small quantities, that the canners will have to keep money behind their products, so that they can keep a stock on hand for delivery when wanted by their customers.

Colonel C. B. Sayre of the Geneva Experiment Station, spoke on some of the experiments conducted at the University this past season. In the tests for depth of planting it was found that peas planted 1½ inches deep produced the best results, and that fertilizer placed one inch below the seed, was most effective. One of the most interesting experiments conducted was that of the effects of water on the germination of Seed. He conducted this experiment on four different plots, all conditions being equal. The first plot was watered immediately after planting; the second plot 24 hours after planting; the third plot 48 hours after planting; the fourth plot 72 hours after planting. He found that the plots watered from 48 to 72 hours after planting, produced a far greater stand, and he demonstrated this experiment with growing plants in boxes.

Through the co-operation of the Geneva Preserving Company, tests with new varieties of seed were made for quality. All tests were made under commercial conditions, and all grown under the same conditions, and planted at the same time. These tests were made on 24 varieties of peas, 24 varieties of yellow Hybrid corn. The adverse season resulted in a low yield in corn, but the Hybrid inbred showed a distinct advantage over the checks.

Other experiments were conducted on the growing of carrots, both in muck and upland. The upland tests produced a distinctly superior quality. After these remarks Colonel Sayre cut samples to better demonstrate the results of his experiments.

FRIDAY, DECEMBER 11th, 9.30 A. M.

President Olney introduced Dr. U. P. Hedrick, Director of the Geneva Experiment Station, who outlined the work conducted by his staff this past season.

Mr. A. D. Radebaugh of the American Can Company, was called on to report on his observations on purchasing cannery raw stock by grades. Mr. Radebaugh demonstrated by his address, that he has made a thorough study of his subject, and has arrived at some very definite conclusions, which clearly show the advantages of buying on the graded basis. He will deliver this address before several other canners' meetings, and all are urged to be on hand when his name appears on the program.

Miss Freda S. Miller of the New York State Department of Labor was then called on to report on the 1931 cannery labor research.

"The Association of New York State Canners, Inc., and the New York State Department of Labor have co-operation during the past two years for the purpose of studying the factors influencing long working hours for women.

During the season of 1930 the Department of Labor made an intensive study of 12 canneries packing peas, beans and corn. The Canners' Association suggested that the investigation be continued during 1931 with a special study of pea canneries, which had the greatest difficulties with long hours. Accordingly, the Labor Department undertook an intensive study of three pea canneries and a briefer survey of seven additional pea canneries during the summer of 1931. A total of 19 different canneries, selected by the Association, was covered during the two years.

The study of the past two years has made it plain that long hours are not inherent in the canning industry. The explanation of the hours situation lies, to some extent, in its dependence on agriculture for its raw material but, to a larger degree, in the deficiencies in existing plant organization and management practices."

"Improvements can come about only through the deliberate determination of the canners to standardize their industry. In the existing Association, which already counts among its members the leading canners of the State, there is at hand the necessary machinery for undertaking such a task.

To this end it would seem essential that the Association appoint active standing committees to study and revise from time to time the best management practices for the industry in this State, and to set up standards for adoption by the individual canner."

ANNUAL BUSINESS MEETING, FRIDAY, DECEMBER 11, 1.30 P. M.

Mr. Maurice Siegel of Strasburger & Siegel, was introduced and told of some of his experiences with grading under the McNary-Mapes Amendment this past season. His remarks were along the same line as those to the Ohio Canners, which appear on another page in this issue.

Secretary John P. Street was then asked for his report.

SECRETARY'S REPORT

Membership

A year ago we had 68 Active and 50 Associate.

During 1931 two Active members have gone out of business and we have gained one new Active member. In the same period five Associate members resigned and one new one was gained. At present, therefore, our membership is 67 Active and 46 Associate, 113 in all.

During the year certain committees have shown considerable activity. The Labor and Waste Disposal committees have each had three meetings, and the Traffic and Nominating committees one each.

Various special crop groups have also had frequent meetings: Cheeries, 7; Peas, 4; Apple Sauce, 3; Beans, 2; Pears, 2; and Corn, Raspberries, and Apples each one. These meetings have been of distinct value and have helped to bring closer together those with a common interest.

Field Men's School at Geneva, March 2-4th, 114 registering. Thirty-one companies represented, which while less than half of the firms operating in the State, packed 82% of the total State pack of canned vegetables and fruits.

Again we had an exhibit at the State Fair at Syracuse, and fully half of our members sent samples for the model grocery store set up by the State Department of Agriculture and Markets, the samples later being sent to various charitable institutions in Syracuse.

The Association has taken an active interest in the new standards adopted under the McNary-Mapes law, and our standards committee attended two hearings in Washington. We submitted briefs protesting against certain parts of the peas, cherry and pear standards, and were successful in obtaining some modifications but not as many as we felt we deserved.

Your Secretary has kept in close touch with the activities of canners in other states, and has exchanged statistical data, especially with Wisconsin, the Tri-States, Indiana and the North West. He has attended two meetings in Michigan, two in Wisconsin, one in Chicago, and one in Maine, as well as the annual N. C. A. convention in Chicago and their directors' meeting in Washington. He has continued to serve as Secretary of the Association of State Secretaries, and this has helped to maintain close and cordial relations with the officials of other States.

This year we continued our cooperative work with the State Department of Labor, and have extended to its representatives every facility for the conduct of their investigations. The result of these studies were given in detail in Miss Miller's report this morning. We believe the establishment of these closer relations with the Labor Department have been of distinct value to our members, and while technicalities seem to hold too prominent a position in the minds of their inspection officials and charges against canners for trivial violations continue to appear, they are much less numerous than in the past, and gradually, I believe, the Department is beginning to appreciate at least some of the difficulties our canners meet in the rush season.

Canners have had considerable difficulty with the State Conservation Department this year, especially in recent months. Some of the canners have followed the practice of previous years and have made settlements rather than carry the case to court and gain unpleasant publicity. Other canners, determined to stand on their rights, have refused to compromise with the inspectors and face a court procedure. One firm succeeded in having a jury decide "no cause for action." It has been the policy of the Association in the past, and I believe it has been the proper one, that when a member was in the toils of an infraction of the laws affecting food, labor or waste disposal, even though the charges were of a technical nature, it was not the province of the Association to defend such a law infraction. It is within the functions of the Association, however, to endeavor to change laws that are bad or that inflict unjust and unfair hardships on our members, and I believe it is now the Association's duty to take a strong position towards having the present Conservation law changed, or at least so interpreted as to make it possible for canners to continue in business in this State and be freed from the petty, prejudiced persecutions of local inspectors.

For the first time, beginning with December 1st of last year, your Secretary has collected each months statistics of stocks on hand of peas, beans, corn, beets, carrots, tomatoes, apples, apple sauce, pears and raspberries. This collection has continued throughout the year except during the actual packing season of each commodity. With the current month's report, not yet compiled, we wil have a definite basis of comparison with the stocks of one year ago, and this should give very useful knowledge. In making these reports canners, both members and non-members have shown a commendable spirit of cooperation, in every instance the monthly reports being complete except for not more than two or three firms. Over two-thirds of the firms send in their reports within one week, but the failure of the remaining third to make prompt reports has delayed unduly each month the issuance of these summaries. A stock report to be of value obviously must be nearly 100 per cent complete, and this necessity for completeness has delayed some of the reports more than I have liked. A few canners, a very few fortunately, have lack of cooperation developed to the nth degree, and we can only hope that some day they may see the light.

The Eagle Canning Company and the Livingston County Canning Co. suffered disastrous fires during the year, their plants and warehouses being a total loss. We express to them our deep regret over these calamities.

Once more death has entered our ranks this year, and taken our respected friend and adviser, William R. Halstead, long a member of this Association, and for three years a Director. We honor his memory and his example of integrity and high ideals and we extend to his family our deepest sympathy. A worthy father has passed, a worthy son today takes up the responsibilties of the Presidency of this Association.

It would seem that the coming year will be a critical one in the history of our industry. Never was there a time when it was more necessary for canners to stand together and to unite their efforts for the common good. The days of stark individualism seem to be on the wane and more and more will collective effort come to the fore. In the past the Sherman law has made canners fearful of taking the protective action circumstances seemed to demand, but at the present time a liberalization of this law, if not in the statute itself at least in its interpretation, seems possible, and I believe we shall be able to determine some means, strictly within the law, of bringing about a more orderly control of production. Both in this respect and in our relations with the Labor and Conservation Departments I believe there will be plenty of opportunity for Association activities during the next year, and certainly the work can be done most effectively and with the most influence through an organized industry, rather than by individual efforts.

Three times this year canned foods have been charged in our local press as responsible for sickness or even death. In each instance the facts have been reported promptly to the N. C. A. and investigations by their trained staff instituted. As an example of the promptness with which both the N. C. A. and our own office work I may instance the most recent case. The Rochester Times-Union of December 1st carried a story of the death of two and the serious illness of three others in the same family at Saugerties, N. Y., and the trouble was attributed to canned spinach and Swiss chard. The same night I telegraphed the full details to Washington, the next morning they advised me that an investigator was on the job, and early this week I received the results of the investigation, showing that botulinus poisoning was the cause of the trouble and apparently was due to home canned spinach and beet greens.

The Secretary wishes once more to thank the members for their confidence and their fine spirit of cooperation. Doubtless he has made mistakes both of commission and of omission, but he has made an honest effort to show the same interest in the problems of every member, whether his pack was measured by the thousands or hundreds of thousand cases. In behalf of our Association I ask you for your continued support and cooperation with your officers during the coming year.

The Treasurer reported the Association to be in very good financial position.

COMMITTEE REPORTS

RESOLUTIONS

Waste Disposal

1. That the President of the Association be authorized to appoint a Special Committee with full authority to approach the proper State officials at Albany with the view of revising the present State Conservation Law.

2. That the Secretary send out a questionnaire to secure data to show the importance of our industry both to the State and the local community.

3. That the Board of Directors authorize this Special Committee to retain counsel to assist them in the legal problems involved in their work.

Report of Special Committee on 1932 Production.

To enable the vegetable and fruit canning industry to justify the growing of canning crops and the maintenance and operation of canning factories in 1932, with resulting employment of labor and the preservation of perishable foods essential for human well being, it is vitally necessary THAT COUNTRY WIDE PRODUCTION FOR 1932, PRODUCT BY PRODUCT, LOCALITY BY LOCALITY, BE PLANNED IN LINE WITH CONSUMING DEMAND.

In a period of market demoralization, all products are influenced in substantial degree by weakness in any product, and no program can be effective unless it is applicable to many or all of the major products.

With confidence that the credit position of the industry with supply manufacturers and banks can be full restored and its production adjusted, stabilized and maintained in line with consuming demands by intelligent interpretation of statistics, and by united cooperative action within legal and sound economic limitations, your Committee recommends to meet the present emergency:

1. That the canners of this State cooperate fully and without reservation in every State and National movement to determine consumer demand, and establish sound, economic standards of production of each of the canning crops.
2. That the canners of this State decide unanimously to accept and carry into effect the lawful recommendations and/or plan which may be formulated to attain the objectives above outlined.
3. That the canners of this State select three representatives from a list of six nominees submitted by the Board of Directors of the Association of New York Canners, to represent the vegetable and fruit canning industry of this State, in all matters pertaining to 1932 production and operations, and agree that they will severally and collectively be legally bound by the action of such representatives.
4. That the agreement of the canners to this program be expressed in writing in form to constitute a valid obligation.

With the canners of this State showing a united front in the movement for coordinated industrial action, your Committee believes that other States will place themselves in like position, and that the fully accredited and empowered representatives of the canners of each State will be in position, with the assistance of State and National governmental agencies, to formulate an equitable and legal program which will accomplish the desired results.

Without representation which has authority to act and bind its principals, and the unanimous concurrence and support of the canners of this State, it is the judgment of your Committee that little or nothing can be accomplished.

ELECTION OF OFFICERS

President—H. E. Halstead, Cortland.
Vice-President—B. E. Babcock, Phelps.
Treasurer—S. K. Farrar, Pen Yan.
Secretary—J. P. Street, Rochester.
Directors—Robert Mulree, Robert Thorne and J. B. McGinnis.

ADJOURNED.

Better Profits

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

DID you read the National Canners Association ad on the front cover of our December 7th issue?

Here's hoping you read it and acted on the suggestion. More canned foods will be sold if you and others accepted the idea at its face value and did what you could effectively toward promoting the plan.

You have about ten days until the first of the year, let's see what you can do about helping to increase your sales and at the same time do your part toward keeping within the spirit of the holiday season.

An insurance salesman holds a policy in the firm he is representing. An automobile salesman drives a demonstrator of the make he is selling, a clothing salesman in a gents ready-to-wear store dresses in suits bought from his employer.

If you operate through brokers, the chances are your representative sampled your pack liberally when first taking on the account, no doubt he cut samples with his trade while making his introductory canvass.

Say your line has been selling in a certain market for four or five years. I'll bet you haven't sampled your customers during the past three years or for even a longer period of time.

You do not mind the expense but you have simply assumed your customers know all there is to be known about your line, its general excellence and all points of superiority!

This is not true!

Even if it was true when your line was taken on at first, the knowledge is old now to all concerned.

After you have finished reading this number of The Canning Trade, sit down at your desk and make a list of those customers from whom you expect to receive the greatest amount of co-operation in 1932.

Imagine the one of them whom you know best is sitting in your office, talking things over.

Write to that man the sort of letter which will embody all you would say if he really were before you. Make it lengthy if necessary, never mind about its adherence to the strictest rules for correct business letter writing.

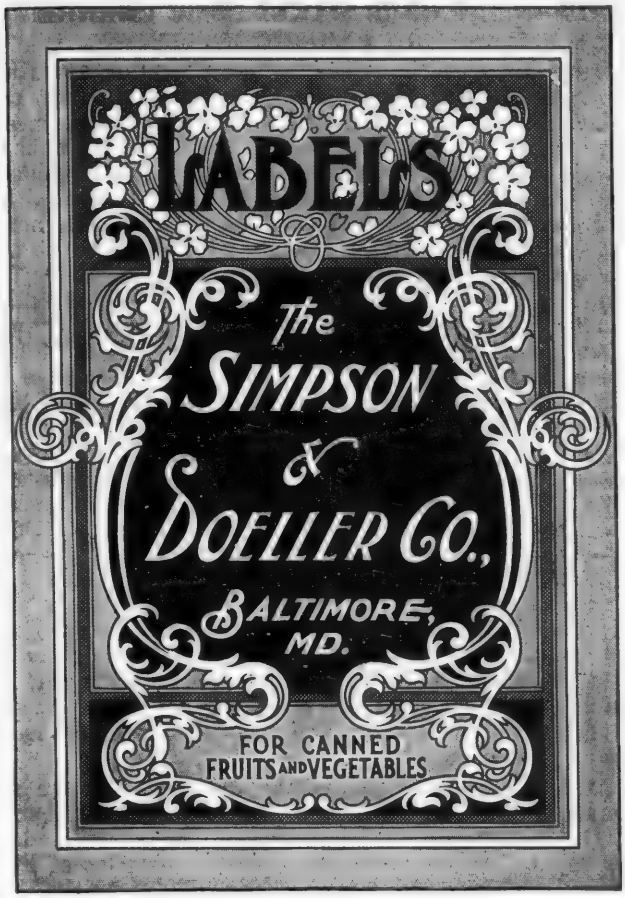
Most important of all, tell him in the letter you want him to renew his acquaintance with your pack and that because of this you are sending him, carrying charges prepaid, a case of your goods for his own use or distribution among his salesman for their home consumption.

Of course, if your distributor has quite a large sales force, you will want to send several cases of canned foods which you want them to use at home. Be sure all are supplied liberally, you will be the gainer in the end.

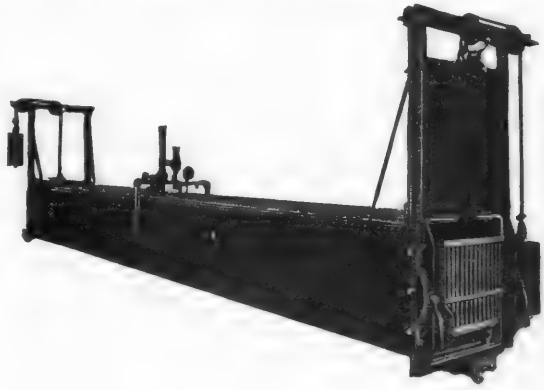
Do not make the mistake of asking your customer to take goods from his stock for such distribution. It is true you might save carrying charges by doing this but what you save will be more than lost by the feeling on the part of the men that the goods they are receiving have been in stock for no one knows how long.

No sir, you ship those New Year's cases from your factory. Strange as it may seem to you, not one buyer or salesman in fifty ever stops to realize that canned foods age in the canners warehouse just as rapidly as they do when in the hands of the jobber. Shipments direct from the factory where packed always give the impression they are much fresher than those on hand with the distributor since early fall.

Having written your letter to the best customer you have, telling him what you are going to do and why you are doing it, then go ahead and write about the same sort of letter to all the rest on your list, varying them only as circumstances may make it seem necessary because of the various degrees of friendship you hold for one customer and another.



OYSTER STEAM BOX



With improved sliding doors, doing away with the hinged tracks, giving increased service

Edw. Renneburg & Sons Co.
MACHINE AND BOILER WORKS
2639 Boston Street Baltimore, Md.

WORKS
ATLANTIC WHARF, BOSTON STREET & LAKEWOOD AVE.
BALTIMORE - - MARYLAND

CANNED FOODS STORAGE

MONEY Loaned on Consignments at reasonable rates of interest - on our own negotiable Warehouse Receipts.

For full information, write us direct or consult your Brokers.

WAKEM & McLAUGHLIN
(INCORPORATED)
225 E. ILLINOIS ST., CHICAGO, ILL.

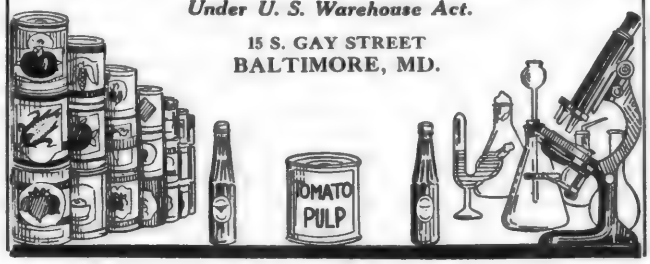
STRASBURGER & SIEGEL

Consulting Food Chemists and Bacteriologists

Grading under the McNary-Mapes Amendment

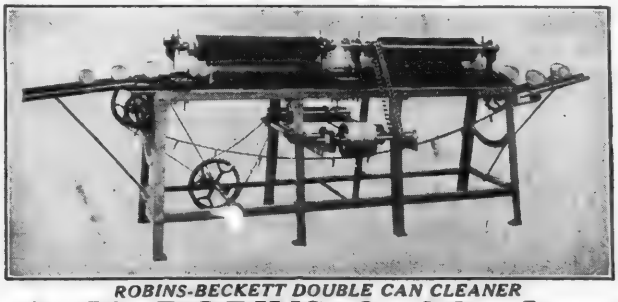
Licensed Graders of Canned Foods Under U. S. Warehouse Act.

15 S. GAY STREET
BALTIMORE, MD.

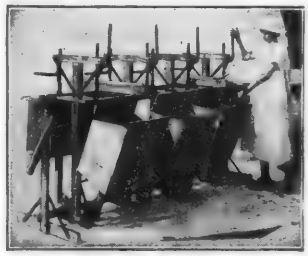


WE ARE MANUFACTURERS

ROBINS RETORT



ROBINS-BECKETT DOUBLE CAN CLEANER



McSTAY-ROBINS BOX SEALERS

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* Write for catalog HARRY R. STANSBURY, *Vice-President*

Then do not leave the preparation of these shipments to chance and the man in your warehouse who usually has charge of these matters.

Cut different lots and select only the best you have or can pack.

Then see that all tops and bottoms of the cans are bright and shiny, buff or polish them if you like, do not be afraid your customer will be after you by the next mail to send out all your goods shipped him in this same condition of bright and shining spotlessness.

Take care that all labels are carefully applied with no paste remaining on the outside to finally discolor and streak them.

A few weeks after all this has been done you will be surprised at the reactions of various firms.

First of all you can probably depend on some of your customers broadcasting your New Year's message to their sales force in a weekly bulletin.

Some who do this will go further and add their words of appreciation of the close way you have always worked with them in building business.

Others will talk about you and your pack in sales meetings. The men receiving and using your goods will have a newer and better idea of just how good your pack is and for weeks will be anxious to pass on to their customers your quality story.

As they do this, retailers will feel your line deserves more support than they have been giving it and in turn will make window displays and stack your cans on counters with an attractive price on them.

Before you can realize it, from various customers you will have added support and co-operation repaying in large measure the expense to which you have been put.

Such a sampling campaign as described will bring forcibly to the minds of your representatives, customers and their salesmen the virtues of your output at a time when you should be striving for sales and will help to acheive your object.

Do not hesitate to go through with the program even if your pack is only standard grade.

Sample it for what it is, describe it just as you know it to be and you will make the fellow packing better grades hustle to maintain his place in the sun of consumer's favor.

If yours is a fancy pack, tell your customers so in the letter you write concerning the samples you are sending and equip them with sales information enabling them in turn to justify fully to their customers the prices they are asking for canned foods under your labels.

After all, your pack is worth just about what you think it is worth and the profit at which it is sold year after year depends a lot on the efforts you make in getting others who finally pass your pack on to the consumer, to think just as you do about it.

Begin now to build in the minds of your trade a feeling that your label stands for a lot more than simply a product of the fields, canned for resale to the housewife.

When each canner knows beyond the shadow of doubt that he is canning sunshine, heatlh and strength-building qualities in each can of delicious food, and gets that knowledge fully over to his customers, the canning industry will be on the high road to the greater acceptance of canned foods in the home and the increase in their consumption for which we are all working and looking!

Merry Christmas!

OWENS-ILLINOIS MAKES SOME CHANGES IN PERSONNEL

Some important changes in the general organization of Owens-Illinois Glass Company were recently announced by President Wm. E. Levis, following a meeting of the Board of Directors of the Company held at Toledo. Harold Boeschenstein becomes Vice-President and Assistant General Manager. He is succeeded by F. J. Solon, who is promoted to the position of General Sales Manager. Both men are very well known to the trade, Mr. Boeschenstein having been associated with Illinois Glass Company for approximately eight years, and Mr. Solon with Owens Bottle Company for twenty years. Upon the consolidation of the properties of The Owens Bottle Company and Illinois Glass Company in 1929, Mr. Boeschenstein was made Vice-President and General Sales Manager and Mr. Solon, Sales Manager of the Prescription, Pharmaceutical and Proprietary lines. Their present advancement will be interesting news to their wide circle of friends and acquaintances. Despite their considerable experience in the glass business, both men are relatively young, neither having yet attained the age of 40. Their promotion comes as a further expression of the Company's policy of developing its Executives from men within the organization rather than seeking them outside. The news of these changes was first announced to a meeting of the Managers of the Company's branch sales offices held in Toledo a short time ago and was received most enthusiastically.

At the same time, two other advancement were announced. Smith L. Rairdon is now placed in charge of the Pharmaceutical and Proprietary Sales, while Stanley J. McGiveran assumes charge of sales of Prescription Ware. These promotions will not involve any substantial changes in their present duties, as for some time past they have been doing virtually the work that will be required of them under the new line-up. Both are popular members of the Company's sales organization and received a big hand when the announcement was made at the sales meeting held recently.

The Company's sales volume, while somewhat under that of last year, is holding up very well in the face of existing conditions. Of particular significance is the fact that the Company has just announced the retirement of an additional $500,000 of its 5% ten year debentures out of treasury funds. This leaves only $2,000,000 out of an original issue of $5,000,000 now outstanding.

This Company's earnings for the 12 months ended September 30, 1931, were $2,792,840.87, which is at the rate of $2.51 per share on the outstanding common stock, after providing for interest on the Company's debentures and dividends on the 6% preferred stock.

PERCY F. MORRIS CO. TO SUCCEED MORRIS-NELLIS CO.

IT will be of interest to the canning and brokerage trade to know that the firm style of Morris-Nellis Co., 260 California St., San Francisco, has been changed to the Percy F. Morris Co. There is no change other than in name; the personnel is the same and business will be conducted as heretofore.

Mr. Percy F. Morris is well known, having been in the brokerage business, specializing on tomato products, chiefly catsup and fancy puree, for the past twenty-five years.

Sprague-Sells New Plant At Hoopeston, Ill.

WORK is progressing rapidly on the new Sprague-Sells canning machinery factory at Hoopeston, Illinois, and at this time there is every indication that the plant will be ready for complete occupancy and operation shortly after February 15, 1932.

The illustration accompanying this atricle shows the architect's conception of the general appearance of the new plant when completed.

Thirty-eight old buildings and departments are being demolished to make it possible to concentrate in one huge room the various operations involved in building the extensive Sprague-Sells line of canning equipment.

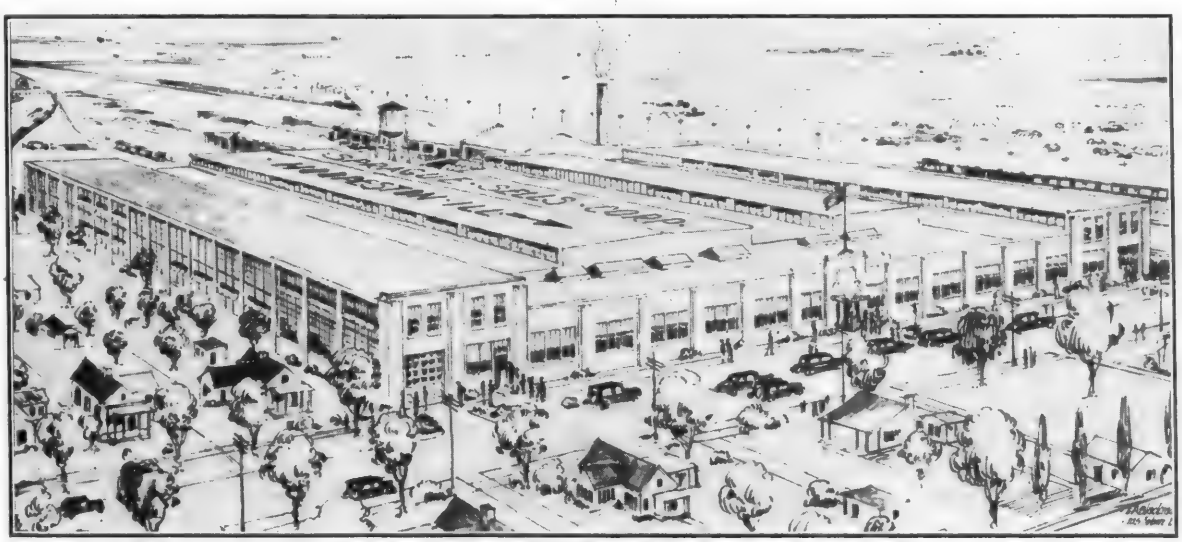
Even during the construction period manufacturing operations are being carried on so that it is possible for this company to fill promptly a moderate quota of orders. In fact, due to erecting the new plant right over the site occupied by most of the old buildings, it has been necessary to perform the contract in two steps. The first step included demolishing all old buildings to a depth of 190 feet from the front of the premises, and the erection of the front portion of the new plant measuring 320 feet in width by 190 feet in depth. This part of the plant will be completed and a temporary rear wall installed so that manufacturing operations can be commenced in it before step No. 2 is undertaken. The latter step will consist of demolishing other buildings in the rear of the site and extending the new plant 130 feet farther south.

The first step is well under way. This part of the site has been cleared, foundations and brick walls to height of sills finished, concrete foundation for piers poured and everything made ready for erection of the steel frame work which is promised for early delivery. Both steps will be fully completed by February 15th.

The new plant will be served by three railroad sidings, two of them entering the building so that cars may be loaded and unloaded out of the weather. Four cranes will be installed of varying capacities for light and heavy material handling operations as well as for loading and unloading freight cars. For lighter work, electric automatic lift trucks will be used, thus reducing material handling labor effectively, cutting down overhead expense to a minimum.

The new plant, as indicated in the architect's drawing, is of high-low bay type construction, ideally flooded with daylight, sprinklered throughout, heating and electric lighting systems most modern in every respect.

In anticipation of the important savings in costs which are certain to result in this modern plant, Sprague-Sells have already announced substantial price reductions in their complete line. In addition, quality of their products will be stepped up materially above the high standard already attained by them, through improved manufacturing facilities.



Architect's drawing of **NEW SPRAGUE-SELLS PLANT**

Sprague-Sells report that they have received many letters and expressions of commendation from friends throughout the industry for their courage and foresight in going ahead with their reconstruction and reorganization program in the face of existing conditions. This program cannot help but be beneficial to the entire canning industry through making available an improved line of equipment at lower prices, in many instances, lower than ever before.

Beyond a doubt, manufacturers who are able to reorganize in similar fashion, taking advantage of depression prices to modernize throughout, will lead the way in the next upward swing of the business pendulum and will be the first to work in to a satisfactory profit position. More than that, it is the one sure and certain path to real prosperity for any manufacturer whether of machinery, canned foods or what-not.

What Canned Foods Distributors are Doing

Schlapp Announces Details of National Wholesale Grocers Association Convention—See Improvement in Grocery Trade in Coming Year—Granger & Co. Pioneer Wholesale Grocer Firm in Western New York Completely Modernized in New Headquarters.

SCHLAPP ANNOUNCES DETAILS OF NATIONAL WHOLESALE GROCERS' ASSOCIATION CONVENTION.—The 1932 annual convention of the National Wholesale Grocers' Association will be held in Chicago at the Congress Hotel January 25, 26 and 27, the same week of the conventions of the National Canners', Food Brokers' and other allied industries, Carl A. Schlapp, president, announced recently.

The convention will be known as the "Better Merchandising Convention" and this subject will be the theme of discussions, Mr. Schlapp said. An informal supper in the evening of January 25 will open the convention. This will be followed by a night session at which two well known merchandising authorities will present "The Reactions of Housewives While Shopping and Telephoning For Groceries. Other features scheduled for this night session will be an address delivered by a representative of the United States Department of Agriculture who will explain the new official "Canned Food and Vegetable Grading Service," now being offered by the government to be followed by an address on "Distributor Merchandising and Advertising of Commodities," by another speaker.

The afternoon of the following day will be devoted to discussions on voluntary chain groups with wholesalers interested in this type of grocery store and those wholesalers who are closely co-operating in their advertising and merchandising plans with their retail grocers scheduled to hold the spotlight. Speeches planned for this session include several from various speakers representing factors supplying retailers with foods the wholesale grocer does not ordinarily handle and one on the subject of "Making Merchandising Men Out of Grocery Salesmen."

Representatives of the Department of Commerce are scheduled to deliver addresses to the convention presenting the findings of the department regarding examples of wholesale grocers who have achieved low costs of operation and the methods employed.

An interesting feature of the convention will be the discussion of the fundamental strength of the retail and wholesale grocery structures as of January, 1932, by two outstanding authorities in these allied fields.

There will be five sessions held during the convention, Mr. Schlapp said, with each one being limited to a two-hour period. "Wholesale grocers are reminded that the Commissioner of Internal Revenue has announced that the expenses of business men attending Trade Association Conventions are lawful deductions in determining the net income under the Federal Revenue act," he declared.

Sees Improvement in Grocery Trade in Coming Year—Next year will see a decided turn in the trend in the grocery trade with buying at levels that will bring the year's total far above the final figures for 1931, A. B. Johnson, of the Corn Products Sales Company of Philadelphia, and newly-elected president of Manufacturers' Representatives, Inc., in that city, said recently. Mr. Johnson succeeds Harry E. Barnet, of the Atmore Mayonnaise Company, and will take over the office around the first of the year.

"We are all looking forward to an increased buying movement next year," Mr. Johnson said at the annual banquet of the association held recently. "Just how soon after the beginning of the new year it will develop no one can say, but we feel certain that by this time next year the sales totals will far exceed those of 1931.

"Depleted stocks in the hands of the wholesalers and retailers are the most obvious signs of an approaching betterment in conditions. We believe that the grocery trade will be one of the first to feel any upturn in general business conditions. While we are not willing to positively state that the depression is ended, we feel that the predictions for worse conditions, which were so rife earlier in the fall, will fall short of materializing."

In an address delivered at the same time, Mr. Barnett, the retiring president of the organization agreed with Mr. Johnson in his beliefs concerning a future improvement in business conditions in the grocery trade.

"Taking the past year on the whole," he pointed out, "business was not so bad. Of course the grocery trade fell below previous years in volume of business, but I believe that when the end of the year comes around and we begin counting up the total business for the year, we will find it has been much better than day-to-day business would seem to indicate.

"It is my opinion that we are gradually working our way out of the depression and that before the end of the first half of next year has passed into history, the long expected betterment will have materialized. We are keeping on the alert, however, so as to be prepared when that betterment comes. We do not believe in waiting until opportunity knocks, but are creating our own opportunities and making the most of them."

He cautioned against being overly-pessimistic in his concluding paragraphs, saying "those who expect a continuance of slow business next year and continue a lackadaisical mood will be left in the lurch when the upswing materializes."

Granger & Co., Pioneer Wholesale Grocer Firm In Western New York, Completely Modernized In New Headquarters—A modern three-story brick and steel warehouse in the Niagara Food Terminal of Buffalo now houses the activities of Granger & Co., pioneers in the wholesale grocery field in Western New York since 1853, a survey of the company and its activities contained in a recent issue of the National Wholesale Grocers' Association Bulletin revealed.

This move marked the latest development in a modernization and expansion plan which has been under way since 1926 when Granger absorbed Peterson-Weter Company and the Cumpson, Doelman Company. It also represents another milestone in the growth of the Arrowhead group of voluntary grocery stores, which now total 1,060 units, 400 of which are located in the urban area, to the point where their growing needs justify the new warehousing arrangements of the Granger organization, which sponsored the voluntary chain group.

Granger's first home in Buffalo was an old fashioned four-story loft building which served the company's needs until recent years when the expansion program got under way, the survey said. The new building, it continued, is modern in every respect and, occupying space in the famous Buffalo food terminal, takes full advantages of the latest devices in food distribution which are available for its use. Due to the location of the firm's plant, freight handling is reduced to a minimum, and the building is so designed as to be able to accept many carloads per day without any difficulty in handling these shipments.

Efficient Inventory System

In the matter of handling merchandise, billing and stock keeping, F. M. Collins, sales manager and treasurer of the company, declared that installation of a modern system of inventory control has done much to increase efficiency.

"Modern conditions in business demand that we know just how valuable a salesman is proving to the firm, how much of any given article is in stock, what the profit amounts to on any given invoice and just what items are on that invoice," Mr. Collins said.

"Things are done under a series of code numbers. When the salesman telephones in his order, he does not call for so many cases of canned corn or any other item. He calls in the code number from his list. These code numbers are taken by a girl at the warehouse office. For each case and less than one case unit of the article wanted, she takes a card from its index. The files are constant inventory of the company's stock. For each case or smaller unit of the articles carried in stock, there is a card in the files.

"The cards are perforated, somewhat after the fashion of rolls for a player piano. They are placed in a machine, which automatically invoices the order, at the same time leaving a

stub for the firm which gives the name of the article, its weight, cost, selling price and extension. Thus the firm has a check constantly on its profits. Cards for the sales then are placed in a cabinet, in which there is a space for each salesman. If the firm wishes to find out what a salesman is doing, out comes his cards. They are put into another machine, which automatically sorts them, according to the various kind of articles sold. And so, when the company officials wish to find what a salesman is doing, they have a check list, thoroughly itemized on his sales.

Careful Check Kept

"The invoices, after being run out on the machines, are taken to the stock room, where they are filed. When purchases are made by the company, and arrive at the warehouse, they are checked and an office girl makes out cards for each case or unit, which are placed in the card index files."

Mr. Collins said that the company is well satisfied with this system of inventory control. Installation of this system has not been marked by any decline in the number of office workers, but it has effected a great savings in the broken package department. In the latter department, the company now makes a practice of making up small orders in advance, in standard units, so that when orders are received they are ready for immediate shipment. While the firm's customers are frequently obliged to take a few extra cans, there has been little or no complaint about this. The number of workers in the broken package department has been reduced from nine formerly engaged in this work to three workers, which can now handle all of this type of business.

Under the present inventory system, Granger's business has been divided into twenty-six departments. The system keeps a single accurate account of each salesman's work, analyzing it each week so that the company always knows the exact statute of each one of its road representatives.

Operation Cost Reduced

"This system reduces the cost of operations considerably," Mr. Collins continued, "and in consequence, we are able to pass these savings along to the public very directly, through the medium of our Arrowhead stores."

"Arrowhead stores are an example of the progressive policy that has guided the Granger organization for many years," the grocers' survey said.

"These stores were organized when the parent company saw that the independent grocery man was faced with combined buying and selling and that competition was increasingly difficult. Each store in the system adopted the plan which called for systematic advertising, up to date merchandising, clean stores, attractive signs, low prices together with mass buying which assured low prices and increased ability to compete."

When Granger opened its new food terminal and warehouse recently, it took full advantage of the publicity value of the move to go direct to the consumer in an advertising campaign which stressed the importance of the wholesaler in the scheme of food distribution.

Full page advertisements in all Buffalo papers were carried by the company, stressing the service rendered by the Granger organization and at the same time announcing a special sales week at all Arrowhead stores, following the move of the parent company. The human interest angle of the tie-up between the parent organization, the group of voluntary chain units and the public was "played-up" in the advertising campaign which built much good will for the wholesaler.

Operating Since Civil War

The advertisements traced the growth of the company since the Civil War and gave an outline of the seventy-eight years of activity which saw the company climb to its present important position. The company was founded by Edmond Granger and his brother William, while both were barely out of their teens, William being only fifteen years old, in North Royalton, Ohio, in 1853. Operations were extended to Buffalo in 1875. In the early 80s, larger quarters were erected in Buffalo and the company has made its headquarters there since that time.

"The men behind the Arrowhead stores have spent their life in the food business," Mr. Collins declared. In his own case, he has spent twenty-six years in the grocery trade, starting when he was eighteen years old. M. L. Klein, vice-president, has been with the Granger organization fifty years while E. G. Straub, in charge of warehouse operations, has been in the wholesale grocery field twenty-seven years.

The company also operates the Lake Shore Grocery Company at Dunkirk, N. Y., and has branch warehouses at Batavia and Geneva, New York.

GERMAN CANNED FRUIT AND VEGETABLE CANNERIES

AN official census of the Germany vegetable and fruit canning industry showed 208 plants in operation in the current year that were canning asparagus, early spinach, strawberries, and gooseberries, according to information submitted to the Department of Commerce by the office of the Commercial Attache' at Berlin. The following table shows production and stocks on May 1, 1931; figures being in cases of 24—2-pound cans:

Asparagus	Production in 1931	Stocks on May 1, 1931
Whole	85,235	18,098
Broken	89,697	75,060
Heads	7,798	6,380
Total	182,730	99,538
Early Spinach	13,970	.....
Strawberries	132,481	7,840
Gooseberries	13,970	6,172

Canned asparagus was produced in 129 plants and amounted to 4,400,000 cans. Private estimates figure the present production as far below that of pre-war times. It is believed that the better supply of fresh vegetables and fruit has led to a reduction in the consumption of canned vegetables.

The following figures show the average imports of fresh vegetables and fruit in the years 1909-1913 and 1926-1930; figures being in thousands of short tons:

	1909-1913	1926-1930
Fresh vegetables	319	525
Fresh fruits	505	438
Sub-tropical fruits	299	539

Compared with the stocks on hand the production of canned asparagus was very small in the current year. Evidently the asparagus canning industry curtailed production very strongly in view of the large stocks on hand, the pressure of the general economic crisis and credit difficulties.

Canned spinach was produced in 27 plants, mostly in the provinces of Hannover and Brunswig.

The production of canned strawberries was carried on in 184 plants.

The following table shows the production of canned asparagus, early spinach, strawberries, and gooseberries in the different German provinces and states; figures being in cases of 24—2-pound cans:

Production of Canned Vegetables and Fruit in 1931

Province	Asparagus	Early Spinach	Straw-berries	Goose-berries
	Cases of 24—2-lb. cans			
Saxony	26,730)		15,846	3,628
Hannover	24,520(	7,589	9,841	1,043
Brandenburg	9,966)		9,800	1,918
Rhine Province	.....	.....	11,009	1,084
Rest of Russia	2,168	.....	4,420	459
Total Prussia	63,384	7,589	50,916	8,132
Brunswig	98,329	4,712	18,807	1,960
Saxony	)	.....	25,896	1,751
Thuringia	) 1,293	459)	.....))	.....
Anhalt & Lippe	4,379	.....)	1,543)	167
Hessia	5,129	.....	12,844	834
Bavaria	1,293	1,209	5,671	.....
Wuerttemberg and Baden	959	.....	7,548	917
Mecklenburg, Luebeck, Hamburg & Oldenburg	7,965	.....	9,257	209
Germany	182,731	13,969	132,482	13,970

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

FOR SALE—New Copper Steam Jacketed Kettles and Mixers, twelve sizes - 15 to 500 gallon. Also 25 and 50 gallon Tilting Kettles. Always in stock, all extra heavy, tested 225 pounds pressure. Buy new kettles that carry a responsible manufacturer's guarantee. Also new Copper Pulp Coils in stock, for 1,000 gallon tanks. Hamilton Copper & Brass Works, Hamilton, O.

Kettle Manufacturers . . Established 1876

To some people paint up week is in the spring - to canners it is this week. C.M.C. your machinery that is to lie throughout these winter months subject to rust - and it now.

F. H. Langsenkamp Company, 229 E. South St., Indianapolis, Indiana.

Wanted

WANTED—Representation of canneries to jobbers, chains and buying exchanges in Northern California. Nineteen years experience wholesale grocery, canning and brokerage business in California. Opening new offices; do you want new blood; new enthusiasm; prompt efficient and dependable service. References all buyers; correspondence solicited.

Clyde LeBaron, 16 California St., San Francisco, Calif.

For Sale—Tomato Pulp

FOR SALE—Tomato Pulp. Several cars of strictly whole tomato pulp, of good color and fine flavor, in five gallon cans. Car loads only.

W. L. Jones Food Co., Pemberville, Ohio.

Situations Wanted

WANTED—Executive Position by Accountant experienced in canned foods, costs, statements, income tax reports, all office detail and management, correspondence. Exceptional references.

Address Box 5, Greensboro, Md.

POSITION WANTED—As Superintendent by packer of general line of vegetables; beans, peas, tomatoes, corn, beets, kraut; and other lines. Wide experience in all phases of management, production and mechanics. Prefer yearly, but will consider seasonal proposition.

Address Box B-1832 care of The Canning Trade.

WANTED—Position as Manager or Superintendent by one experienced in management, packing, etc. Have handled all fruits and vegetables, tomato products, jams and jellies. Have also had some selling experience and will consider proposition with brokerage, machinery or supply house.

Address Box B-1833 care of The Canning Trade.

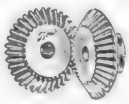
WANTED—For California cannery, competent Eastern packer, capable of taking full charge as Superintendent of plant, with complete knowledge how to pack Tomato Products, Beans of all kinds, small Vegetables (no Corn or Peas), and Fruits, Total season's pack averages 250,000 cases. Write giving previous experience and references. Do not apply unless you believe you can handle position.

Address Box B-1834 care of The Canning Trade.

POSITION WANTED—Young man 27 years old, wishes position as factory Superintendent. Experienced with Green Beans, Pumpkin, Corn, Tomatoes and Tomato Products. Six years served as plant manager. Know how to pack quality and manage help. Can furnish excellent references.

Address Box B-1836 care of The Canning Trade.

GEAR, SPROCKETS, TRANSMISSION



Service to machinery manufacturers and the canning industry.

We maintain a large assortment of stock gears and are equipped to furnish sprockets, gears, and silent gears on short notice.

SLAYSMAN & COMPANY

Manufacturers of Industrial Gears.

801 E. Pratt St., Baltimore, Md.

POWDERED APPLE PECTIN

SPEAS-NUTRL-JEL

NEUTRAL IN COLOR AND FLAVOR

Write or Wire for Samples and Prices

SPEAS MANUFACTURING CO.

Kansas City, Mo.

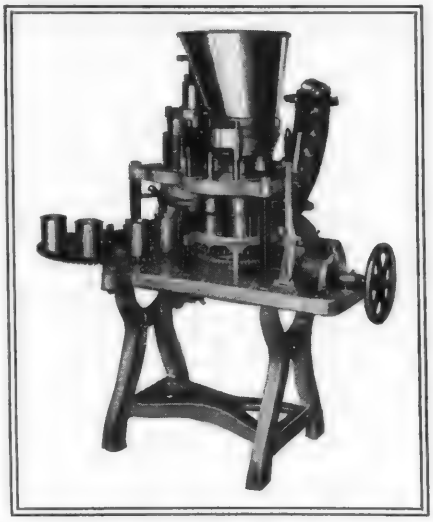
Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

THE BOOK YOU NEED ! !

"A Complete Course in Canning."

5th Edition *386 Pages* *Price $10.00*

Published by THE CANNING TRADE.



HIGH SPEED
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and highly satisfactory for filling Peas and Beans of all varieties, Hominy, Whole Grain Corn, Diced Beets and Carrots, and in fact most all granular products.

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You will do wisely by investigating Hansen "Master-Built" Machinery. Send for a catalog.

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CEDARBURG, WISCONSIN

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Hansen Pea and Bean Filler
Hansen Corn Cooker Filler
Hansen Fruit and Vegetable, Filler
Hansen Sanitary Conveyor Boot
Hansen Sanitary Kraut Filler
Hansen Quality Pea Grader
Hansen Automatic Tomato Filler
Hansen Four Roll Beet Topper
Hansen Sanitary Gallon Filler
Hansen Whole Grain Corn Cutter
Hansen Chili Con Carne Filler

SMILE AWHILE

There is a saving grace in a sense of humor.

Relax your mind—and your body. You'll be better mentally, physically—and financially.

SEND IN YOUR CONTRIBUTION.
All are welcome.

PRECAUTION

"So you've put Fred off till December?"

"Yes, I told him I wouldn't give him a definite answer till then?"

"Why not till then?"

"I want to wait and see how he looks after the football season is over."

WELL VERSED

On his tour of the district, a school inspector came before a class of girls. He wrote upon the blackboard, "LXXXX." Then, peering over the rims of his spectacles at a good looking girl in the front row, he said:

"I'd like you to tell me what that means?"

"Love and kisses," the girl replied.

EXPLAINED

Mid—What is the difference between vision and sight?

E. M.—Well, one can flatter a girl by calling her a vision, but don't call her a sight.

SOME WALKER

"Yes, he's a year old now, and he's been walking since he was eight months."

"Really? He must be awfully tired!"

TWELVE O'CLOCK

It was in a Texas town and the noon whistle in a canning factory was blowing. A hungry darky saw the workers troop forth, tin pails in their hands. He fetched a deep, sincere Afro-American sigh out of the innermost of his being, and then remarked half to himself and half for the benefit of any charitable bystanders:

"Dar she go. Dinner-time fur some folkses . . . but jest twelve o'clock fur me."

Teacher—The Chinese travel in junks. Now, can anyone tell me what junk is?

Robert—Sure, Daddy's auto.

LACKED FINESSE

"Where's old Bill been lately? I haven't seen him for months."

"What?" Haven't you 'eard? He's got three years for stealin' a car."

"What did he want to steal a car for? Why didn't he buy one an' not pay for it, like a gentleman!"

FROM THE BACK SEAT

"Have you ever driven a car?" the lady applicant for a license was asked.

"One hundred and twenty thousand miles," put in her husband, "and never had her hand on the wheel."

Let The People Know !!

That is necessary to create the immense increase in consumption which will bring better market conditions for all canners, and stamp the great **canned foods advertising campaign** the success it must be. Just tell them the simple story of canned foods, and that truth will soon conquer the last trace of superstition about the goods.

Support your Association in their National Advertising Campaign by furnishing displays and educational pamphlets to your outlets. This drive will succeed only if it has your support, and the united support of every one in this industry.

And why shouldn't it have this?

Begin now while the chill of autumn prompts the frugal housewives to store up food to meet the coming winter.

You know canned foods are always Fresh; never grow stale; no loss from spoilage; food value and vitamins all retained; safe, economical, always ready. Tell it to the world!

And another thing:

Be sure to attend the Convention in Chicago next month.

METAL PACKAGE CORPORATION
BALTIMORE

THE CANNING TRADE
The Journal of the Canning and Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, DECEMBER 21, 1931

WEEKLY REVIEW

Christmas Box Going Over Big—Market Holds Firm and the Usual Buying Continues—The Case of the Canadian Tomatoes.

CHRISTMAS BOX TRADE—The suggestion by the advertising committee that assorted cases of canned foods be made up as Christmas boxes has gone over even better than hoped for. Over a million of the prepared labels bearing the Christmas greeting, and distributed free by the National Canners Association, have been called for and distributed (make the distinction that they have been sent only upon request) and more are being printed to meet the even greater demand which is expected this last few days before Christmas. It shows clearly that thousands upon thousands of families would much prefer a box of good food to some trinket, no matter how ornamental or useful. Canners who grasped the possibilities and prepared the cases ready for delivery, were surprised at the eagerness with which distributors took to the idea, and ordered a thousand cases where they hoped for but hundreds at best. Frank Shook tells of one progressive retailer, to whom he explained the idea, and who immediately replied he would take 60 boxes, and might need more. And that has been repeated in all sections of the country, until we can feel sure that thousands of people will eat canned foods this Christmas who never before, knowingly, did so. That is serving the pudding to get the proof.

It is unfortunate that the idea was not broached earlier, but as a matter of fact this whole advertising campaign was put on with almost no notice or time for preparation. As an evidence of this, copy for the first page in The Saturday Evening Post was prepared only a few days before the date of that issue—the latest we have ever known anybody to get copy into that notable journal.

The Market—The canned foods market is firm without advance in price. And there is no question but what the buyers are continuing to take the small-lot orders as needed, with no diminution from former weeks, an unusual feature just before Christmas. There are fewer price changes in the market page than ever, and none worthy of special mention.

The tomato market has been astir over the reports of Canadian No. 2½ standard tomatoes being brought into this country, despite the tariff of 50%, and laid down in the New York market for very much less than native canned tomatoes are selling. It is said these No. 2½'s are quoted in Canada at 60c per dozen (you will see in an article from our Consul in British Columbia that these tomatoes are being offered there at $1.15 per case). In American money this represents about 48 to 50c per dozen. Add 50% duty to the 50c value, and 13c per dozen for freight to New York, and you have a price of 88c at New York. A carload was sold to Philadelphia at 95c, which compares with our price of $1, factory. It is to be hoped that the powers-that-be at Washington can take steps to protect our canners and our markets against this invasion. The article referred to above in parenthesis practically admits that they are selling in Canada at below cost, despite a drastic cut made to the growers; and if they are selling below cost then their shipment to the United States amounts to dumping, and that is not allowable.

For the sake of coherence we are inserting here the article we have been referring to, so that you will have the whole thing in one tie up. If steps are immediately taken further importations can be stopped, and even such goods as may have entered can be detained. The National Canners Association and others, are at work on this now, as they should be.

Canadian Canned Tomato Market

OVERPRODUCTION of tomatoes in British Columbia this year is said to have resulted in unsatisfactory returns both for growers and canneries, according to information submitted to the Department of Commerce by American Consul H. S. Tewell at Vancouver. According to report, canneries cut to $10 a ton the contract price of $15 originally arranged with growers, and in some cases rated culls as high as 50 per cent, leaving but $5.00 a ton for the farmer. From the canner's viewpoint, it is asserted that the canned tomato pack of this year represents profitless activity, one authority declaring that current

prices are believed to be less than the cost of production. To the retail trade standard grade No. 2½ cans are said to be selling at approximately $1.15 per case (24 cans) less than at this time in 1930. The consumer is buying canned tomatoes of that quality at the rate of 3 cans for 25 cents, paying 9 and 10 cents per can for choice quality pack.

The Markets Branch of the British Columbia Department of Agriculture recently made a trial shipment of ten cases of canned tomatoes to Hong Kong, which are said to have been promptly sold at market prices, states American Consul H. S. Tewell at Vancouver. Repeat orders have been placed by Hong Kong dealers, which leads them to believe that the Orient offers a large potential market for that product of this Province.

Here is another result of England having gone off the gold standard, and there are so many other countries that have followed England for self-protection, that the United States is being squeezed, and squeezed badly. There is no question but what this is a drive by the world against our nation, generally considered the richest nation on earth, and in fact as owning all the money. You cannot sell any products to any other nation without first advancing your prices to take care of the depreciation of their money. As a sample: two days ago a Canadian check put through for us by our bank was discounted 19½%; today as we write another check on the same country was put through and we were charged 21½%. So in selling abroad the canners must steadily advance their prices or they will find heavy losses on their sales. And it works both ways as you see. Upon exports they figure their value in home money-worth, as based upon the United States dollar, and by that means annul the tariff rates. It is coming to a grand jumble, and business cannot live under such conditions. It will have to be straightened out for all parties concerned, theirs as well as ours.

NEW YORK MARKET

By "NEW YORK STATER,"
Special Correspondent of "The Canning Trade."

Quiet Buying Continues—Corn Develops a Weakness—Grapefruit at Low Prices Retail—No Alteration to Future Prices—Cheaper Peas in Demand.

New York, December 17, 1931.

STILL BUYING—There was little news in the local canned foods market during the past week with conditions remaining virtually unchanged. Buying of canned foods continued in a routine manner with buyers specifying immediate shipment, indicating that they are not carrying any surplus stock.

The major packs continued firm with the exception of corn which developed some weakness during the week on distress offerings out of Maine by apparently inadequately financed packers.

Trading—Little increase in trading activity is looked for among the trade until the first of the year has passed. With the seasonal lull in demand for canned foods except those of a holiday nature coupled with the customary dullness at inventory time, buyers are remaining aloof from the market except on spot needs.

Considerable optimism, however, is expressed in the trade that the turn of the year will see a renewal of buying activity that will aid in advancing prices to a point where some profit is afforded to the canner. No runaway price advances in any item are expected, but it is thought that the stronger packs will gradually work their way into higher levels as demand increases.

California Fruits—Although encouraging reports concerning the progress of the Pacific Coast movement for stabilization of fruit prices continue to be heard, no announcement of any concrete accomplishment toward this end has been made.

Prices here are irregular with some packers offering peaches at prices below the market level. However, as far as can be determined, these offerings are in the "distress" field and cannot be held an accurate market guide.

Some official report of the progress made is expected to be issued around January 1 and pending this, both buyers and packers are marking time, transacting routine business only.

Tomatoes—Continue to be one of the few firm spots in the market. With all packing districts short this past season, stocks are none too plentiful and any increase in demand will see prices work into higher ground.

Prices hold firm with tri-state 2s remaining at 65 cents, 3s at $1 with a few offerings at $1.05 marking the strength of this size. Offerings of 10s range from $3 to $3.15.

Grapefruit—With low prices on the remnants of the carry-over pack affording cheap coverage for buyers, no interest at all is shown in the new pack despite extremely low prices.

One of the larger chains is featuring grapefruit this week in the metropolitan area and is reported to be ready to distribute heavy stocks of 2s bought at bargain prices to consumers at extremely low prices.

Buyers refuse to consider new pack offerings at the present time despite warnings from Florida packers that the present season promises to be short and in consequence the pack will be curtailed. Action of the canners in flooding the market with cheap old pack offerings so near the posting of the new pack prices has temporarily killed any demand for the new pack.

Apricots—Present a bright spot in the rather clouded fruit market picture with this item in demand. An extremely light supply of the larger sizes has been reflected in prices firming up appreciably and higher prices are expected as demand strengthens.

Corn—With one or two distress offerings coming into the market from Maine packers, some sales at submarket prices were reported during the week. Western corn remains unchanged although any weakness in Maine corn will see prices for the Western pack decline. The general market for Maine corn remains around 85 cents, however, and the principal packers are holding to this level.

Peas—The undertone of the market in cheap peas continued to firm as supplies diminshed. The cheaper grades are in demand and any resumption of large-scale buying will send prices higher, according to present indications. No improvement was shown in the market for larger sizes, however, which continued somewhat irregular in trend. Some concessions on firm bids are reported available but no test of these offerings has been made as yet.

Dividend Action—Seeman Bros. declared the regular quarterly dividend of 75 cents on the common stock, payable February 1 to stockholders of record January 15. Austin, Nichols & Co., declared a dividend of 37½ cents on the prior "A" stock, payable February 1 to holders of record January 15. Previously the company paid 75 cents quarterly on the issue.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Offering Inducements Do No Good—Money Coming Out—Tomatoes a Little Stronger—Corn Dragging—Peas Moving—Baskets of Food for Poor Largely Canned Foods.

Chicago, December 17, 1931.

OFFERING INDUCEMENTS—The December lull of buying interest is now prevailing in fullest measure. There is practically no business stirring as buyers all seem concentrated on showing lowest possible stocks at the month-end regardless of how tempting may be the offerings dangled before them meanwhile.

A few sellers have covered the market thoroughly offering January 9th date for payment on December shipments; this has not stirred loose any particular enthusiasm hereabouts.

It just seems with conditions in their present frozen state that most any extreme sales effort on canned foods is going to fall far short of expected accomplishments. It is to be hoped that the last week of December may show some awakening of dormant interest.

An encouraging new feature has been reported in various parts of Chicago, which may be the indication of better conditions now making; a surprising lot of old large sized paper currency is now coming back into circulation. This money is not from any bank; it is out of the sock and the mattress, and means a releasing of hoarded funds.

Tomatoes—A little more strength seemingly registered; the 62½c Maryland offerings are no longer obtainable; but buyers seem to be so fixed in their ideas of previously applied prices that it is going to require several weeks to bring everybody up to an acceptance of the new level.

If we could enjoy a few weeks of normal interest such as has always heretofore more or less prevailed there would certainly be an advance. The entire situation on tomatoes is a reflection of sub-normal interest; because statistically much higher prices are justified.

Corn—Buyers are dragging along in most cases refusing to buy additional needs preferring to pick up emergency supplies from warehouse. There is no doubt but that jobbers reserves are at a very low ebb and there must be some good movement of stock soon.

General asking prices on No. 2 standard corn is about as follows: Maryland, 62½; Ohio, 65; Indiana, 65; Illinois, 70; Iowa, 70; Wisconsin, 67½; certainly at levels of this sort consumer interest should not lag.

Peas—Standards seem to be moving out in good volume; usually prices around 90c factory; some less desirable lots changing owners in the 80s. There are plenty of standing offers for more than are available if sellers would consider additional declines.

Movement is already under way to effect a reduction of acreage for next crop into line with probable consumer requirements.

The canning industry seems to be learning some fundamentals in regard to the penalties of overproduction which has been expensive for many operators. The old "trust to luck" method of planning a pack must clearly be abandoned in favor of some seriously digested consumption statistics.

California Fruits—Reports circulated here giving quite positive assurances of a Peach control board shortly taking the crop in hand caused relatively little buying; not enough to particularly change the situation. Most everybody seems willing to take his changes with the higher levels now predicted; the general attitude being that the whole field of grocery values presents so many equally attractive values that it seems unwise to buy ahead on any of them.

A few keen operators here have caught the vision of buying with the intent of quick turnovers; that is the safest procedure for anybody in these uncertain times.

Christmas Gifts Canned Foods—In the metropolitan districts this year where acute want is more prevalent than for many years past a wave of sensible giving is taking hold. It is estimated that baskets of food, (largely canned foods) are bing supplied more regularly than ever before to many families who would otherwise starve. It is a satisfaction to many donors to realize that a dollar now wisely spent will get enough canned foods to feed a lot of people.

GULF STATES MARKET

By "BAYOU."
Special Correspondent of "The Canning Trade."

Canned Shrimp Sales Light and Prices Low—Warm and Foggy Weather Continues to Slow Up Oyster Business—Sweet Potato Pack is Very Small.

Mobile, Ala., December 17, 1931.

SHRIMP—The shrimp pack is holding its own, as far as holding is concerned, because sales are light and not much movement of them is expected with the approach of the Xmas holidays. With the present low price of canned shrimp, there is no more delicious and cheap dish that can be prepared by the house wife than shrimp salad and should be on the table of every American household at least once a week, but it is not the case and it is no doubt due to the lack of aggressive marketing, because the food itself is appetizing, tempting and a good repeater.

The price of canned shrimp is $1.20 per dozen for No. 1 medium and $1.30 per dozen for No. 1 fancy, f.o.b. factory.

Oysters—The weather has been foggy and hot this past week in this section which has caused the oyster business to move along in low gear.

However, there are not many engaged in producing oysters and the present demand about absorbs all that are being produced.

Under the circumstances, the present limited production of oysters could not stand any great increase of business and as the warm weather this fall has lasted so long, no producer of raw oysters is in any mood to make preparations for any spurt in business, therefore plenty folks will go oyster hungry if they

wait for real cold weather to eat oysters, because the present facilities will not take care of any considerable increase in the demand of raw oysters.

On the other hand, the cove oyster packers are faced by a very discouraging situation, as the price which buyers are offering is below the present cost of canning them, as the yield of oysters now is low due to the fact that the warm weather has kept the oysters from fattening and oysters will have to get much more plump than what they are now in order that the packers may come out on them.

It is to the interest of canners, as well as others in the industry to have the oysters within reach of all, but a 70c per dozen price at the opening of the season may not sit so well with bankers or others that may be called upon to finance a pack and will have the effect of delaying the pack if nothing more serious takes place.

Oysters are very bulky and heavy, therefore the cost of handling them runs very high. A factory could not very well get by on packing less than two hundred barrels of oysters per day in order to cover the overhead and the expenses attached to the first cost of the pack, so when you figure that a barrel of shell oysters weighs about three hundred pounds, there develops the problem of handling approximately 60,000 pounds of raw material to produce in the neighborhood of 800 pounds of oyster meat for the cans. In other words, a canning factory has to handle more than 59,000 pounds of waste weight which calls for an awful lot of labor and waste space.

Mississippi and Louisiana are still wrangling over the oysters in the Louisiana Marsh and this together with the low price of cove oysters, is bound to curtail the canning of oysters in this section.

It is hardly possible that other sections will make up for the shortage of the pack in this section, because the depression has hit them in the same manner that it has hit us and the lack of financial backing will curtail their production considerably if nothing else. At any rate, it's healthier for all concerned that production be kept at a low ebb and depression having now set the carburator of business at a low ebb of production, we are going to have low production regardless of whether we want it or not, so no need to worry about it being otherwise.

Alabama has one factory canning oysters, but it has announced that it will shut down as soon as the orders that they have on hand are filled. Mississippi has not started canning oysters and will not start until the dispute between them and Louisiana Conservation Department is settled, which would allow the Mississippi packers to take oysters out of the Louisiana Marsh without Louisiana enforcing the regulation compelling the Mississippi oyster boats from first touching the Louisiana port of entry, unload the oysters, have the Louisiana authorities measure them and collect the tax.

If Louisiana enforces the above law, it will prevent the Mississippi canners from taking oysters out of Louisiana and it looks like Louisiana will be "killing the goose that laid the golden egg," as far as revenue from its oyster bottoms is concerned for this season any way, because it is very difficult to obtain money to start new enterprises and that is what it means in the case of moving the Mississippi seafood canneries from Biloxi, Mississippi, to Louisiana. Under the circumstances, it appears that it is not to the best interest of either Louisiana nor Mississippi that the new Measure Regulation be enforced this year.

However, this is best decided and determined by the Louisiana authorities and my remarks are not intended as any criticism, but given purely in the interest of keeping the little business activity that there is agoing and relieve the unemployment situation, rather than block it with legislation of very doubtful good results just at this time. If times were good and money free, things would be different, but every sea food canner today is by far more anxious to get what he's got out of the business, than to move his plant or erect a new one somewhere else and it would not take much coaxing to have him shut down his factory altogether, so this explains my position in the matter and hope it is accepted in the same spirit in which it is given.

Sweet Potatoes—The sweet potato pack is over with and might say that it ended before it got started and you can't hardly blame it with a price of 65c per dozen for No. 2 can. Some sweet potatoes were canned, but the pack was very light.

The sweet potato pack is generally regarded in this section as a good pack to leave alone and it is even worse than that now.

The price of sweet potatoes is 65c per dozen for No. 2 and 85c per dozen for No. 2½, f.o.b. factory.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

More Inquiries—Less Insistance Upon Lower Prices—Curtailment of Packs Decided Upon—Tomato Juice Selling Well—Cold Weather—Olive Picking On—New Label Allowances.

San Francisco, December 17, 1931.

MORE INQUIRIES—There seems to be quite a general feeling among canners that conditions are in better shape than for some time, although sales are not showing any appreciable gain. Inquiries are covering a wider range and are coming from sections of the country where business has been limited for many months. The encouraging feature is the fact that there is less of an insistence on lower prices, the trade commencing to appreciate the fact that when a certain limit is reached, lower quotations fail to stimulate consumption. It is realized that without an exception prices on canned foods are extremely low and that this situation cannot remain indefinitely. California packers held their output down this year to what was felt would be the requirements of the trade. If consumption next year promises to be lower, a further reduction will be made in packs. Curtailment of next season's spinach pack has already been decided upon by individual canners and a definite cut in acreage is promised. A further reduction in the size of the asparagus pack is also likely, judging by the early plans of canners. The plans for holding packs closely to prospective requirements are responsible in quite a measure for the better tone in the spot market.

Tomato Juice—The demand for canned tomato juice continues to be one of the features of the market and several canners have already disposed of their entire

output. The pack was much larger than that of any previous year, but buying has run counter to the general market and both wholesalers and retailers have anticipated requirements on a fairly liberal scale. While the demand for tomato juice is strong, that for tomatoes is quiet indifferent, with some shading of prices reported again by packers who wish to reduce inventories before the end of the year.

The Market—When one commences to interrogate canners as to the status of any particular variety or grade in the market there is a general throwing up of the hands and the suggestion, couched in language that is often identical, that everything is in about the same boat. All acknowledge that Hawaiian pineapple has moved off in increased quantities since the drastic price cut of a few weeks ago and that this has had an effect on the general fruit list. It is quite generally agreed that pineapple has had its fling and that other varieties of fruits are getting a better share of attention. Stocks of no fruits packed in California are considered excessive, but even if some were quite limited in supply it is not believed that it would be possible to increase prices materially and move the balance. Cherries and apricots are probably being held a little more firmly than are peaches and pears, but in no lines are buyers stocking up because of any scarcity.

Cold—The cold weather prevailing in California is stimulating the demand for canned vegetables, but it is noted that the call is largely for the cheaper grades. Old pack spinach, priced to sell at retail at 10 cents for a No. 2½ can, seems to be moving well and there is also a good call for the cheaper grades of corn, peas and string beans. Quantities are being purchased to go into gift boxes for Christmas and this year the giving of foodstuffs is not being confined to such organizations as the Salvation Army or the Volunteers of America.

Olives—The picking of olives for pickling and canning purposes has been completed in some districts in Northern California and canning will soon be under way. This year's pack will be made under the new standardization law and should be of especially fine quality. The act sets forth the size of the containers that may be used and specifies that the size of the fruit and the count appear on the labels. Consumers of canned California ripe olives are assured in advance of the grade fruit purchased, the size of the fruit and the number in the can. And in addition to this, the canning process is under the direct supervision of the California State Board of Health, with a record made of every cook.

Label Allowances—The Canners League of California has brought out a revised list of label allowances that differs in some slight respect from the former one. This is as follows:

FRUITS

	No. 2½, No. 3, No. 10	No. 2-T, No. 1-T	Smaller Labels
			8 oz., etc
Fancy, Choice	$2.80	$2.20	$1.30
Standards	2.30	1.80	
Seconds, water, Pie	2.00		

PINEAPPLE

	No. 2½, No. 10	No. 2-T, No. 1-T	Smaller Labels Buffet, 8 oz. etc
Fancy	$2.80	$2.20	$1.30
Standard	2.30	1.80	
Broken	2.00	1.60	

ASPARAGUS

Giant to Medium and Salad Points

No. 2½ Sq., No. 2½ Rd., No. 10	Picnic
$3.50	$1.70
No.1 Sq., No. 2-T, No. 1-T	Smaller Labels
$2.20	$1.30

Small, Ungraded, Cut-Asparagus, and Center Cuts

No. 2½ Sq., No. 2 Rd., No. 10	Picnic
$2.50	$1.50
No. 1 Sq., No. 2-T, No. 1-T	Smaller Labels
$1.80	$1.30

Tomatoes, Tomato Products and Vegetables Not Otherwise Specified

	No. 2½, No. 3, No. 10	No. 2-T, No. 1-T	Smaller Labels
Fancy and Solid Pack	$2,50	$2.00	$1.30
Extra Standard, Standard	2.00	1.60	

Attention is directed to the fact that the McNary-Mapes amendment to the Pure Foods and Drugs Act requires that sub-standard fruits and vegetables carry a statement to that effect on labels or stickers attached to can or stamped directly on can. A charge of $1.50 per thousand cans will be made to cover the cost of preparing goods for proper shipment.

Robert I. Bentley, chairman of the board of the California Packing Corporation and the Alaska Packers Association, has been elected president of the California State Automobile Association, of which organization he is a veteran member. He is also president of the San Francisco Opera Association, trustee of the San Francisco War Memorial and chairman of the San Francisco Traffic Survey Committee.

Sardine Company Sold—The Monterey Sardine Products Co., Monterey, Cal., has been purchased by John Bartinovich, Marcos Legas and John Uglesich.

Shipping Food to Starving Chinese—Several thousand tons of foodstuffs have been purchased in California for the relief of famine-stricken people in the flood area of China and shipments began in November. Purchases of canned foods were included in the early shipments and with these went donations made by several large canning concerns.

Utah Visitor—H. L. Herrington, head of the Utah Canning Company, Ogden, Utah, is a visitor in San Francisco, coming here to visit the trade with his local broker, W. J. Boradori.

Canners League Meeting Dates—Arrangements have been completed for the holding of the annual meeting of the Canners League of California at the Hotel Del Monte, Del Monte, Cal., starting with a night session Wednesday, March 16, 1932, and continuing to and including Saturday night.

BRITAIN BUYS BRITISH COLUMBIA LOGANBERRIES

THE British Columbia Markets representative in London has reported to the Provincial Government that he foresees a great advantage in that market for fruit growers in this Province, citing as an instance the fact that canned British Columbia loganberries now are enjoying an excellent sales there. This success is attributed to the large outlet for British Columbia loganberries in local wineries, enabling growers to dispose of a large part of their crop to canneries at low prices. It is reported that British dealers recently requested quotations on 4,000 dozen cans of loganberries. A trial shipment of canned loganberries recently was shipped to Hong Kong by the British Columbia government.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	3.40	3.10
Small, No. 1 sq.	2.80	2.70
BAKED BEANS‡		
16 oz.	.50	.....
No. 2½	1.05	.....
No. 10	3.25	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.00	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No, 2	.75	.....
Standard Cut Wax, No. 10	3.75	.....
Red Kidney Standard, No. 2	.90	.....
Standard, No. 10	4.25	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.65	1.75
No. 10	8.00	.....
No. 2, Medium Green	1.45	.....
No. 10	7.00	.....
No. 2, Green and White	.95	.....
No. 10	5.25	.....
No. 2, Fresh White	.75	.80
No. 10	4.00	.....
Soaked, No. 2	.75	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.80	.95
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.25	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.85
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.70	.....
Standard, No. 2	.65	.65
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.90	.....
Extra Standard, No. 2	.70	.....
Standard, No. 2	.62½	.60
Standard, No. 10	4.10	4.25
HOMINY‡		
Standard Split, No. 3	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	1.00	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.72½	.....
No. 2 Fancy Sweets, 2s	.....	1.70
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.30
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.80
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	5.00	.....
No. 3 Std. Alaskas, 10s	4.75	5.25
No. 4 Std. Alaskas, 10s	4.50	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†1.00
No. 3	1.00	†1.05
No. 10	3.00	†3.10

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.65
No. 2½	.80	.82½
No. 3	.85	.90
No. 10	2.55	2.70
SPINACH‡		
Standard, No. 2	.75	.75
No. 2½	1.15	1.00
No. 3	1.20	.....
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	1.15	.....
Standard Green Corn, Dried Limas, No. 2	1.00	.....
(Triple) No. 2 (with tomatoes)	1.15	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.75	.....
No. 2½	.90	.90
No. 3	.95	1.00
No. 10	2.75	3.00
TOMATOES‡		
Extra Standard, No. 1	.55	.....
F. O. B. County	.52½	.50
No. 2	.80	.....
F. O. B. County	.75	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.35	.....
Standard, No. 1	.52½	.....
F. O. B. County	.50	.....
No. 2	.70	.65
F. O. B. County	.67½	.....
No. 3	1.05	.....
F. O. B. County	1.00	1.00
No. 10	3.25	.....
F. O. B. County	3.10	3.15
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.37½	.37½
No. 10, Whole Stock	2.50	2.25
Standard, No. 1 Trimmings	.35	.....
No. 10 Trimmings	2.00	.....

Canned Fruits

APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	3.00	.....
Pa., No. 3	1.25	.....
No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.45
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.75
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
Red Pitted, No. 10	6.25	.....
California Standard, 2½	2.40	1.90
Choice, No. 2½	2.60	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard, No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.55	.....
No. 2	1.10	1.00
No. 5	3.30	4.25
No. 1 Juice	.50	.....
No. 5 Juice	2.70	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard, No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.35	1.40
Choice, No. 2½, Y. C.	1.55	1.60
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.85	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.50	1.35
Sliced Standard, No. 2½	1.35	1.20
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	5.00	.....
Eastern Pie, Water, No. 10	.....	.....
Porto Rico, No. 10	.....	.....
RASPBERRIES*		
Black, Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	2.00	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.80	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	8.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.75	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.77½	1.07½
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	2.00	.....
SHRIMP§		
Dry, No. 1	1.40	1.40
Wet, No. 1, Large	1.25	.....
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.00
¼ Oil, Decorated, keys	.....	†3.65
¼ Oil, Tomato, Carton	.....	†4.10
¼ Oil, carton	.....	†4.10
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†2.90
California Oval, No. 1	1.55	†2.95
TUNA FISH§ (California), per case		
White, ½s	.....	8.50
White, 1s	.....	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼	3.35	.....
Striped, ½s	4.65	6.25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.55	12.50

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Ayars Mach. Co., Salem, N. J.
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A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
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BOOKS, on Canning, Formula, Etc.

A Complete Course in Canning.
How to Buy and Sell Canned Foods.
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The Almanac of the Canning Industry.
All published by The Canning Trade, Baltimore.
Bottle Caps. See Caps.
Bottle Cases, Wood. See Boxes, Crates.
Bottle Corking Machines. See Bottlers Mchy.

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A. K. Robins & Co., Inc., Baltimore.
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BOXING MACHINES.

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Buckets and Pails, Fiber. See Corr. Paper Products.
Buckets and Pails, Metal. See Enameled Buckets.
Buckets, Wood. See Cannery Supplies.

BURNERS, Oil, Gas, Gasoline, Etc.

A. K. Robins & Co., Inc., Baltimore.

BY-PRODUCTS, Machinery.

Edw. Renneberg & Sons Co., Baltimore
Cabbage Machinery. See Kraut Mchy.

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Ayars Mach. Co., Salem, N. J.
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CAN MAKERS' MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
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Can Markers. See Stampers and Markers.

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Ayars Mach. Co., Salem, N. J.
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Sprague-Sells Corp., Hoopeston, Ill.
Capping Steels, Soldering. See Cannery Sup.

CANS, Tin, All Kinds

American Can Co., New York City.
Continental Can Co., New York City.
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CANNERY SUPPLIES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
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Sinclair-Scott Co., Baltimore.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Can Stampers. See Stampers and Markers.

CARRIERS AND CONVEYORS, Gravity.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Cartons. See Corrugated Paper Products.
Catsup Machinery. For the preparatory work: see Pulp Mchy; for bottling: see Bot. Mchy.
Chain Belt Conveyors. See Conveyors.
Chain for Elevating, Conveying. See Conveyors.
Checks, Employers' Time. See Stencils.
Chutes, Graviety, Spiral. See Carriers.

CLEANING AND GRADING MACHY., Fruit.

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Cleaning and Washing Machines, Bottle. See Bottlers' Machinery.
Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.

Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Hoopeston, Ill.

CLOSING MACHINES, Open Top Cans.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.
Coils, Copper. See Copper Coils.
Condensed Milk Canning Machinery. See Milk Condensing Machinery.

CONVEYORS AND CARRIERS, Canners.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

COOKERS, Continuous, Agitating.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Cookers, Retort. See Kettles, Process.

COOLERS, Continuous.

Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

COPPER COILS, for Tanks.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Copper Jacketed Kettles. See Kettles, Copper.

CORN COOKER-FILLERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN CUTTERS.

Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN SHAKERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Baltimore.

CORN HUSKERS AND SILKERS.

Berlin-Chapman Co., Berlin, Wis.
Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.
Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Prt. & Litho. Co., Cincinnati, O.
Counters. See Can Counters.
Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneberg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Cutters, Corn. See Corn Cutters.
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CULTURES, Inoculation.

Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).

American Can Co., New York City.
Continental Can Co., New York City.
Dies, Can. See Can Makers' Mchy.
Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.

Edw. Renneberg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.
Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Engines, Steam. See Boilers and Engines.
Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneberg & Sons Co., Baltimore.

EXHAUST BOXES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Factory Stools. See Stools.
Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food (not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, O.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.
Fillers and Cookers. See Corn Cooker-Fillers.
Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Filling Machine, Syrup. See Syruping Mach.

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

WHERE TO BUY---*Continued*

FINISHING MACHINES, Catsup, Etc.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.

FRUIT PITTERS AND SEEDERS.

Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots See Cannery Supplies.

GEARS, SPROCKETS, Etc.
Slaysman & Co., Baltimore.

GENERAL AGENTS for Machinery Mfrs.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Generators, Electric. See Motors.

GLASS-LINED TANKS.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.

GUMS, for labels and cases
F. G. Findley Co., Milwaukee, Wis.

Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.
Strasburger & Siegel, Baltimore.

INSURANCE, Canners'.
Canners' Exchange, Lansing B. Warner, Chicago.

Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT CUTTERS.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Baltimore.

LABELING MACHINES.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

LABEL MANUFACTURERS.
R. J. Kittredge & Co., Chicago
National Color Printing Co., Baltimore, Md.
Piedmont Label Co., Bedford, Va.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.
National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.

Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.
Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.
F. G. Findley Co., Milwaukee, Wis.
A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEA VINE FEEDERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEELING KNIVES.
A. K. Robins & Co., Inc., Baltimore.

Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
Sprague-Sells Corp., Hoopeston, Ill.
A. K. Robins & Co., Baltimore.
Zastrow Mach. Co., Baltimore.

Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.
Berlin Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.
A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.

Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTING MACHINE.
F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.
A. K. Robins & Co., Inc., Baltimore.

Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.
E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corn.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).
Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.

Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.

Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.
A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.
Ayars Machine Co., Salem, N. J.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Tables, Pickling. See Canners' Machinery.

TANKS, Metal.
Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.
Sprague-Sells Corp., Hoopeston, Ill.

Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TIN PLATE
American Sheet and Tin Plate Co., Pittsburgh.

TOMATO CANNING MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TOMATO PEELING MACHINE.

A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.
Berlin-Champman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Variable Speed Countershafts. See Speed Reg.

VINERS & HULLERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.
Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

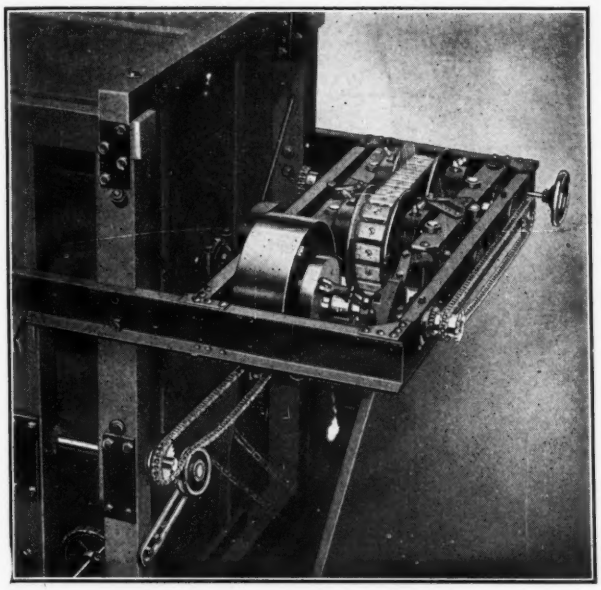
Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.
Ayars Machine Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

WRAPPERS, Corrugated, Bottle.
Hinde & Dauch Paper Co., Sandusky, O.

Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated
NIAGARA FALLS, N. Y.

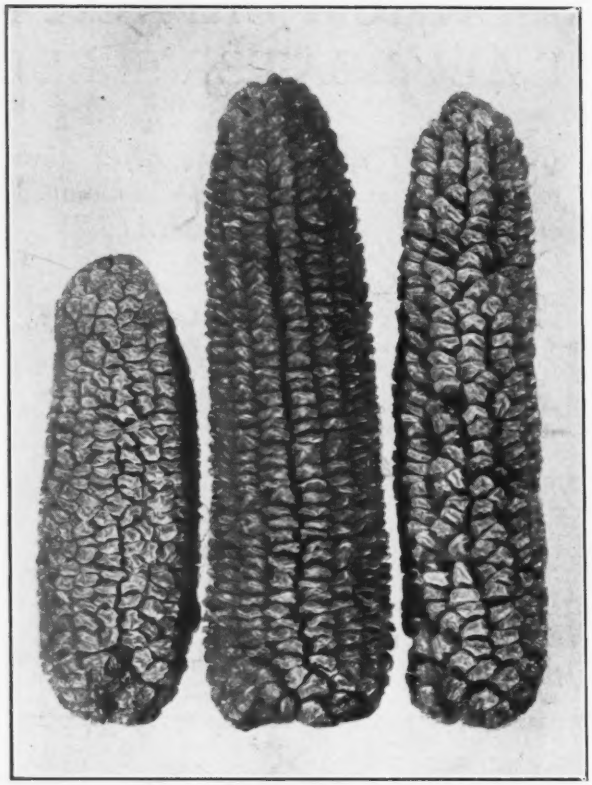
MANUFACTURERS OF
Green Pea Viners
Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

SPECIAL MACHINERY BUILT TO ORDER

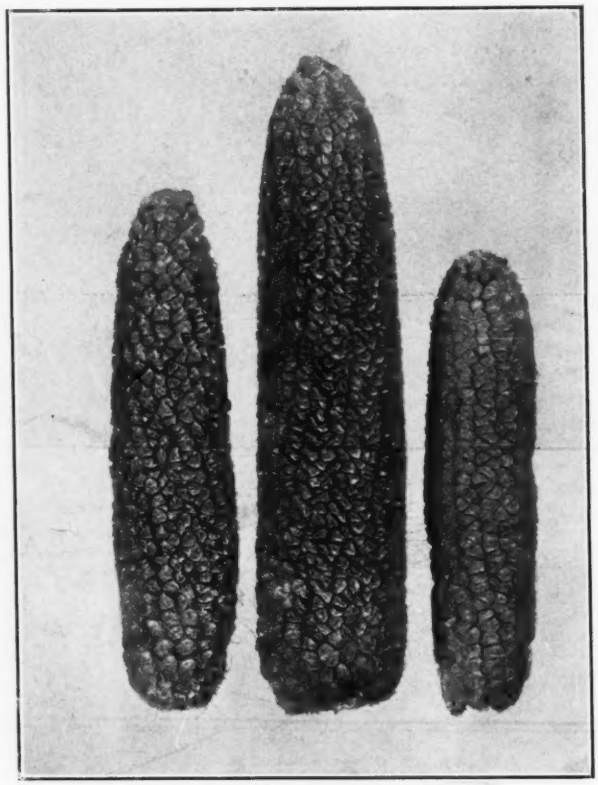
SPECIAL AGENTS
JAMES Q. LEAVITT COMPANY
Ogden, Utah
A. K. ROBINS & CO., INC.
Baltimore, Md.
BROWN BOGGS FOUNDRY & MACHINERY COMPANY, Ltd.
Hamilton, Ontario

KITTREDGE
LABELS
CHICAGO

Hybrid Lines of Sweet Corn



Stowell's Evergreen Family



Country Gentleman Family

Two pairs of Inbred parents combined to produce Hybrid strains, the central ear in each case being the resulting Hybrid.

UNIFORMITY of growth and Maturity and *INCREASE* in Yield are the outstanding factors in this new method of corn breeding.

CANNERS who have used our Hybrid stocks have found not only increased tonnage per acre but also an increase in the number of cases packed per ton of ears.

We can furnish Hybrid lines of leading varieties and solicit your inquiries.

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut